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DIASIERNE 17 JULI 1959

conferencia di Minister-president cu prensa

remier E. Jonckheer: "Tur cos ta depende on Land ser aserca pa duna cooperacion"

Medidanan y preparacionnan en vista riba e oficina
di Antillas Neerlandes na Hulanda

presentantenan di prensa y radio tabata presente na un re-
unio aya tardi presidi door di minister-president E. Jonck-
heer; Sr. Braam di Regeringsvoorlichtingsdienst tabata presen-
te. Principio y despues ora cu un pregunta a ser haci tocante
onderwijs, Minister E. B. Tromp tambe a bini acerca pa in-
formacion mas completo tocante e punto ei.

ome pregunta haci tabata tocante
cambio nobo di Minister W.F.M.
de Vries na Hulanda. Su Excelencia
Jonckheer a splica cu trabao di e ofi-
cina ta ser parti den dos, esta admini-
stracion financiera y asuntonan di
social.

En cuanto administracion financie-
ra cambio mas di e oficina un ofi-
cio di gobierno en e tarea aki.
obra y trabao ei no ta tanto cu lo
forma un trabao di benter dia; ade-
mas di e moda aki no tin necesidad di
version pa por bini a cabo admini-
stracion financiero.

Na principio di september ora cu
trabao ser tuma over di e Departam-
to pa Asuntonan di Ultramar, un
plegado di e Departamento cu ta
disolvi tambe lo pasa over pa ofi-
cina di Minister Lampe, kende duran-
te luna lo juda cu e trabao, du-
rante tempo asina pa un persona di
Antillas ser prepara pa e trabao ei
un base definitivo.

En cuanto rumores cu Minister
Lampe lo ser remplaza, Sr. Jonckheer
desmentí tal rumores categorica-
mente; no tin tal cos y e rumor
sin base.

Pa e cu despues cu e Departamen-
to pa Asuntonan di Ultramar ser de-
sti, togi ta keda un kantoor ta
isti cu lo tin di sirbi como punto di
contacto. Contestando riba un pre-
gunta Sr. Jonckheer a bisa cu e asunto
e kantoor ei no ta mucho cla ain-
pe. E no por bisa nada malo di
e pasobra e no sa kico su doel ta y
autoridadnan di Hulanda tampoco no
a duna un splicacion definitivo.

Lo ta mas efectivo si contact entre
gobierno di Hulanda y gobierno di
Antillas ser mantene directamente cu
oficina di Sr. Lampe. Sr. Jonckheer a
repeti cu e no por expresa ningun opi-
nion en pro of contra di e kantoor
aki, pasobra e no sa kico ta su obli-
go.

Durante su estadia na Hulanda, Sr.
Minister President tabatin oportunidad
di delibera cu Minister di Defensa, di
Justicia, di Relacion Interior, y di Re-
lacion Exterior.

Sede di Comision di Caribe Corsow?

Cu Ministerio di Relacion Exterior
Su Excelencia a discuti entre otro e
posibilidad pa pone sede di Comision
di Caribe na Antillas, puntrando e
ministro hulandes su opinion den es-
ki. Di banda di Antillas, Sr. Jonckheer
a informa cu Antillas no ta dispuesto
na haci sacrificacion financiero pa
realiza esaki. Ademas tin diferente
pais vecino cu ta interesa den esaki.
y Antillas no ke forma ningun situ-
acion desagradabel cu e paisnan ei pa
logra establece centro di Comision
di Caribe aki. Entre otro, Puerto Ri-
co ta masha interesa y ta ofrece bopi
pa haci esei posibel, mas di loke An-
tillas por ofrece.

Servicio serca Marina
Cu Ministerio di Defensa, Sr. Jonck-
heer a discuti posibilidad pa mucha
hombenan cu ke join Marine ser exa-
mina aki na Corsow. Tin bopi jonck-
heer cu a expresa deseo pa join, pero
casi ningun no por corre riesgo di
paga pasashi bai Hulanda, cuba ora
jega aya nan ser afgekeurd, di moda
cu nan tin di bolbe paga pasashi pa

pietando e deseo ei.

Euromarkt

Cu Minister Puns, Sr. Jonckheer a
papia over di Euromarkt. Sr. Jonckheer
a expresa deseo cu pronto Antillas por
bini socio, pero basta cu condicionnan
ta favorabel pa Antillas. Lo ta un gran
cos si aza cu ser rafina aki, ser con-
sidera como producto Antillano, pero
posibilidad ta existi cu Euromarkt por
considera esei como producto Venez-
lano y Venezuela no ta socio ni no por
lano y Venezuela no ta socio ni no por
lano y Venezuela no ta socio ni no por

(E ta sigui riba pag. 2)

Reina Juliana

a sali pa Italia

DEN HAAG, 16/7. — La reina y
e dos prinsenan mas grandi a sali
for dje base aereo Soesterberg awe
manta cu un avion Dakota di gobier-
no, pa bai Italia. Nan lo pasa como
3 siman di vacaciones na Ravello, como
60 km parti sur dje ciudad di bai
Italiano. Napoli, Ravello ta un dje
lugarnan costal mas bonita di Italia.
Nan lo logea den un villa privado.

Prins Bernhard a bai for di dia mardis
su auto di sport di tipo Ferrari.
E ta desea di tin e auto liber (veloci-
dad maximum mas cu 200 km pa
hora) permanente na su disposicion.
El lo larga waak e auto den e fabri-
cacion di Ferrari na Modena tambe.
El lo pasa e ciudad ey durante su
hiaba pa Ravello.

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a horta un fardn di booi (beu). Dia
Razon e rebo di ben a bolbe ser cen-
strata. Recherche ta buscando e cria-
do di bestia injusto.

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Pa tur bo aseguranan

Hanja y perdi

Sr. Van der Beek di Shimaricestraat
a hanja un estuche pretu cu papelnan
y un librito. Zgidus Maduro di Kaas
Ariba a hanja den club di Trappers
un oloshi-pulsera di oro di dama. M.
A. Winkler di Weg Rooi Hundo 41 a
hanja un bril pa leza den un estuche
brui na Serce Colorado. George Git-
bens di Lago Heights 814 a perde en-
ter un biljechi numero 22646. Ven
Putten for Prinsensstraat 33 a perde
repinan di siguiente biljechinan: 16811
16814, 02380, 22028.

Careda di auto
traha di caha pa
muchanan

ORANJESTAD. — Directiva di
Trappers ta invita tur muchanan di
Aruba pa tuma parti na careda di
cahas traha di caha cu lo tuma lu-
gar dia 30 di augustus na Santa Cruz.

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ORANJESTAD. —

Calision

Na Ceintuurbaan banda di Toren-
straat dia Razen atardi dos vehiculo
a dal cu otro. Esquinan tabata A-7097,
mancha pa O. H. cu a dal e homber
cu tabata camina na pia. E. M. a qui-
bra pia y a hanja un herida serio sia
barica. Despues di a ser cuida pa Dr.
De la Fuente, el a ser transporta pa
hospital di Lago.

El a harta beu

Despues cu a ser descubri cu den
periodo di 30 di Juni y 15 di Juli nan

F. E. GRIFFIN TA TERMINA CARRERA DI 30 ANJA NA ARUBA



F. E. GRIFFIN, vice presidente ehecu-
tiva di Lago Oil & Transport Company,
Ltd., a acepta e posicion di gerente ge-
neral di refinaria di Abadan di Iranian
Oil Refining Company. Tambe el a bi-
ra un director di Iranian Oil Refining
Company, N.V., un di e dos compania-
nan cu ta opera e Iranian Oil Consar-
tium.

El ta planea pa laga Aruba na prin-
cipio di Augustus y la acudi na e organizacion di Iranian
na Landres mas a menos September 1, for di unda el lo
sigui pa Iran poca despues.

E carrera di Sr. Griffin den industria di petroleo a cu-
minza cu su emploto como quimico cu New England Oil
Company na Fall River, Mass., Juni 1, 1927. Na Februari
el a bai traha cu Mexican Petroleum Corporation na Pro-
vidence, Rhode Island.

El a bini Aruba Semper 12, 1929 como ail inspector
den Laboratoria, pero e siguiente luna el a progressa
door di un succion largo di pasionnan, y a warde nom-
bra gerente general December 19, 1955. Desde December
3, 1956, el tabata vice president checutiva. El ta un direc-
tor di e compania desde 1949.



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Esaki ta e ultimo foto di Raad di Ministernan despues cu Sr. Mr. I. C. Debrat a drenta pa forma par-
ti di e gabinete. Nos ta weita sinta di robes pa drechi Sres.: Mr. S. W. van der Meer, vice-minister
president y Minister di Husticia; E. Jonckheer, Minister President, Minister pa Algemene Zaken; J.
Yrausquin, Minister di Finanzas y Welvaartzorg; F. B. Tromp, Minister di Enseñanza. Para di robes
pa drechi ta Sres: Mr. I. C. Debrat, Minister pa Salubridad Publica y Cultura y Educacion; F. J. C.
Beunjan, Minister pa Verkeer y Vervoer; C. D. Kroon, Minister pa Asuntonan Social y Economico; Mr.
F. de Vries, secretario di Raad di Ministernan.

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Minister Herter ta desea investigacion di propaganda subversivo na BERLIN

Proposicion di 4 punto pa soluciona problema Aleman

CURACAO, 16 juli — Minister Herter a propone awe den su discurso cu el a haci na e asamblea plenaria di conferencia di ministranan, pa e 4 punto di agenda gran di pidi secretario-general Hammarqvist di Naciones Uni, pa bota personal disponible, pa duna raperi respectu actividad subversivo of propaganda subversivo den e dos mitadnan di Berlin, cu lo por straha tranquilidad publico of produci direccionnan di otro partido.

Herter a bise cu e 4 punto di agenda gran di pidi secretario-general Hammarqvist di Naciones Uni, pa bota personal disponible, pa duna raperi respectu actividad subversivo of propaganda subversivo den e dos mitadnan di Berlin, cu lo por straha tranquilidad publico of produci direccionnan di otro partido.

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Estudiantenan colombiano ta bishita Corsow

Awe tardi 17 estudiante Colombiano di Universidad del Valle lo yega Corsow en R.A.S.

E intento ta pa larga e estudiantenan aki entre mas lo bishita Barren Biologisch Instituut, Museo, Ambachtsschool, Bedrijfschool di Shell Curacao y empresa di Mijmaatschap, mientras lo organiza pa nan paseonan door di stad y rond nos isla.

E estudiantenan cu ta inscribi na facultad di e Universidad ariba menciona, lo bai logea na Hotel Negropont. A hana cooperacion di directe di Shell Curacao N.V. cu a luma e acomodacion y comida pa e estudiantenan y nan maestronan na su cuenta.

Aqui bao nos ta laga sigui e programa di e bishitacion:

Visita de los Estudiantes colombianos

Vierdes 17 de julio: 15:15 horas: Bodega al aeropuerto de Dr. Albert Plesman. Por aparcar al hotel de la Compañía "Shell".

Sabado 18 de julio: 9 horas: Jira por la ciudad.

Domingo 19 de julio: 8:30 horas: Jira por la isla de Curacao habiendo posibilidad de nadar.

Lunes 20 de julio: Celebración del Día Nacional de la República de Colombia.

8 horas: Por autobús a la Catedral de Pietermaritzburg para un "Te Deum" que empezará a las 8:30 horas.

10 horas: Ofrenda floral a la estatua del Libertador Simón Bolívar.

10:30 horas: Ofrenda floral a la estatua del Gran Almirante Pedro Luis Brios.

12 horas: Recepción en el Centro Social Caribico.

Martes 21 de julio: 9 horas: Visita a la Compañía Mineral habiendo posibilidad de nadar.

Miércoles 22 de julio: 9 horas: Visita a la Escuela Técnica de la Compañía "Shell".

Viernes 24 de julio: 9 horas: Visita a la Estación Marítima Biológica y al Museo Nacional de Curacao.

14:45 horas: Salida para el aeropuerto. Los pasajeros deben estar en el aeropuerto a las 15:15 horas para registrarse.

(R.V.D.)

J. Finneaan - mediador

den welga di staal na Merca

NEW YORK, 16/7. — E mediador cu presidente Eisenhower a nombra pidi caso di welga di empleadonan di industria di staal di Merca, J. Finneaan, tabata tin algun discusion con e lideran di e sindicacion y di industria di staal. El lo bai Washington bek awe pa duna e ministro di trabao, J. Mitchell un rapport.

Finneaan a bise periodistanan cu e no ta kere cu e welga lo worde soluciona liber of facilmente.

E welga a perhudica obreranan e industria di ferrocarril, nabegacion riba e laguna grandi y algun mina di carbon. Si e dura hopi mas, el lo causa dano di enclausura den e minan di mineral, y den industria di aluminio, e industria di hule y posiblemente den industria di auto.

Cmo cu e pedidanan a aumenta, prijsnan di staal di bendedornan Hapones y Europeo a subi ealt, pero no por spera cu e fabrican estranhero lo por cubri e necesidad di casi 300.000 tonelada, ealt cantidad e industria interior ta produci diamentre.

Ajora industria di staal a rechasa un proposicion di sindicacion pa nombra un comision di investigacion cu lo tin 3 miembro, bao di directe di Earl Warren, huez supremo di Merca, pasobra e industria a bise cu e hechonan ta eococi ealt.

Awe como 21.600 tonelada di staal di Belgica y Hapones lo worde descaarga na Houston, Texas. A ser informa cu prijs di staal estranhero a subi cu 6 te 9 dollar pa cada tonelada.

Declaracion di Eisenhower

WASHINGTON: — Presidente Eisenhower a declara cu e no tin intencion di termina e welga den industria di staal di Merca, door di laga un huez, elen e asunto. E presidente a tuma e decision aki pasobra e ta di opinion cu no ta existi un "estado di emergencia", cu lo por justifica un tal intervencion.

Palabranan serio di dr. Okpara

LAGOS, (Nigeria). — E prome ministro interino di Nigeria Oriental, dr. Okpara, a informa Francia, cu e Nigerianan mester considera experimentonan atomico frances den Sahara como un acto abierto di enemistad. El a pidi gobierno ingles pa pone en Francia bandona su experimentonan atomico den Sahara — tantu riba tera como bao di tera.

"Athletic" ta train pa Chicago



Riba e foto aki nos ta mira e grupo "Athletic" cu ta na full training en vista di e Tercer Juego Pan Americano na Chicago na Augustus 1959. Para di robes pa drechi: Thomas Hipelito, Eduardo Adriana, Julio Rooi, Ben Rebel, Sjonnie Suphia, Jose Calmes y e trainer Americano John Stotlar. Rudio di robes pa drechi: Sylvio Montagne, Wendell Prince, Edwin Concepcion, y Rignald Rosario. Ta bisti cu nan sweater nechi cu nan a hania di regalo di Sr. D. W. Morris, president di Southern Illinois University y di Sr. Don Boydston, director di Athletic Bond na Merca. Segun Sr. Stotlar Adriana y Rebel casi sigur lo bai e Juegonan na Chicago.

Como 12 oficial altu di marina a keda refira na Argentina

BUENOS AIRES: — awe a ser informa di funcionan bon informa na Buenos Aires, cu 12 oficial altu di Marina Argentina a pidi nan refira.

24 hora prome presidente Frondizi a declara, despues cu el a tene discusion cu nan, cu e tin "comunicacion completa" den e ministerio di marina, centralizante estevez.

E oficialnan di marina tin obsecion contra regimen di Frondizi. Mayor part di nan a expresa nan obsecion durante e discusionnan cu e presidente, pero Frondizi a reacciona cu e declaracion menciona aki.

Prinses Marijke a slaag

DEN HAAG, 16 di juli. — Prinses Marijke a slaag pa su examen di admision pa Lyceum di Baart, 22 di e 161 candidatonan di examen a ser rechaza. E ultimo Prinses, kende tin 12 aña awor, por bai scol hunto cu Prinses Margriet awor, a bai over pa quanto klas di incrementum di Lyceum di Baart. Esaki ta un prome den delaster anja di e Prinses di 16 aña.

A ser informa tambe, cu e tratamiento especial di adaptacion, cu Prinses Marijke a hana poco tempu pasa di Sr. Oost, lider di instituto Prins Alexander pa muchu en waoonan zwak, tabatin exito espezialmente loke respecta trabao di alumno real na lagere school di Baart. A resulta cu e tabata por sirbi e lesan cu mas facilidad eventualmente.

Sr. Oost ta supervisa e Prinses di bez en cuando ser awor, esaki ta resultado normal di adaptacion, cu el a hana como un anja la tin alun bez pa siman, pa sirbi na capacidad di su woconan mas lami posible.

Chroesjtsjef juicht opstand tegen kapitalistische „rovers" toe

SOENOWIEG, 16 juli — De Russische minister-president Chroesjtsjef, heeft donderdag op een internationale mijnerkersconferentie te Sosnowieg in Silezië met nadruk gezegd, dat Rusland nooit een oorlog zal beginnen maar dat hij een opstand van een volk tegen kapitalistische „rovers" zal toegelien.

Als een volk in opstand komt, doet het dat voor zijn belangen. Zo'n volk strijdt voor de vrijheid van de arbeiders en voor de vrijheid gebruik te maken van de vruchten van zijn werk. „Wat is verhevenner dan de strijd tegen rovers?" zo vroeg Chroesjtsjef zijn gehoor.

Tot de kapitalisten in de wereld zei Chroesjtsjef: „U zegt dat u in God gelooft. Indien er een God is en indien Hij zou kunnen, zou Hij een bezem nemen en u wegeven. Indien de mensen ons veroordelen wegens onze revolutionaire activiteit, wil ik de Bijbel aangehaald en zeggen dat toen de wisselers in de tempel hun zaken gingen doen, Jezus Christus hen uit de tempel verdedde", aldus Chroesjtsjef.

Voorts verdedigde Chroesjtsjef Stalin met een valsveldverdrag met Hitler in 1939. Indien Engeland en Frankrijk tegen Hitler gevoerd waren, zou er geen oorlog zijn geweest. Zij wilden dat er oorlog tegen Rusland werd gevoerd. Stalin was juist toen hij op dat ogenblik een verdrag met Hitler sloot, omdat de kapitalisten de oorlogsvloed tegen het

Verdachten in Guantanamo aangehouden

HAVANA, 16 juli — In Guantanamo (Cuba) zijn drie mensen aangehouden, die ervan beschuldigd worden met anderen tegen de regering samen te spannen. In Santiago de Cuba werd een misje gewond bij een schietpartij tussen een politiewagen en een auto, waarin zich verdachten bevonden, die tegen de revolutionaire regering zouden samenwerken.

Het algemeen klassenmenst luist met: 1) Bahamontes (Spanje) 112:04:38; 2) Anglade (Centraal Zuid Frankrijk) 112:10:38;

3) Mahe (West Zuid West) 112:13:13; 4) Anquetil (Frankrijk) 112:14:12;

5) Baldini (Italië) 112:16:14; 6) Huessemers (België) 112:16:26;

7) Adriaenssens (België) 112:16:47; 8) Riviere (Frankrijk) 112:17:32;

9) Panvels (België) 112:25:00; 10) Saint (West Zuid West) 112:25:00.

Brazilaanse voetballers gaan Venezolaanse club versterken

CARACAS, 16 juli — Drie Braziliaanse voetballers, Alfredo Pereira, Rodriguez en Nestor Milhino, zijn gisteren met vliegtuig te Caracas gekomen waar zij vanavond de Venezolaanse club „El Español" versterken in haar ontmoeting met „Rapid" van Wenen in het Olympisch stadion te Caracas.

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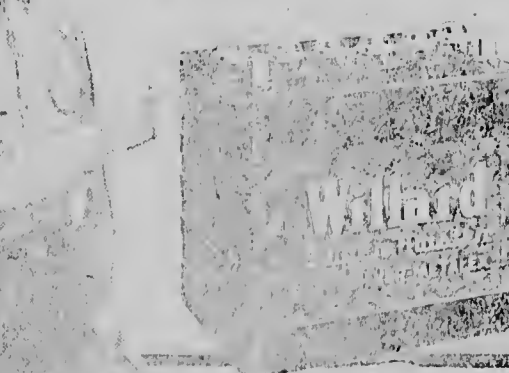
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E conflicto racial na Surafrica

NEW YORK: — India y 11 otro pais-orabros di Sudafrican Union, entre cual Indonesia, a pidi secretario-general Hammarqvist pa pone riba agenda di Asamblea General di Naciones Uni. E conflicto racial na Surafrica, cu ta resultado di e politik di apartheid di gobierno di Surafrica.

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KRUTSHEF A VEGA WARSCHAU
WARSCHEF — Krutshel, prome ministro di Rusia kende a vega Warschau dia marts pa haci un bishita di 10 dia na Polonia, a cuminsa un bishita door di provincianan polaco ayera, cu lo dura 5 dia.

Informacion di Joseph Finnegan

NEW YORK. — Joseph Finnegan, cabesante di comision federal di arbitraje di Merca, a informa ayera ochi, cu el lo trata dia luga di convoca un asamblea di e representantenan di donjor di trabao y e empleadonan den industria di staal. Finnegan a declara cu e ta pessimista loke respecta terminacion liber di wega, cu a paralisa 90 porciento di produccion di staal di Merca durante 48 hora. Como 1/2 miliea empleado di industria aki ta wega.

Rechaso di representantenan di refugiadonan

BEIRUT. — Representantenan di 9 organisacion di refugiadonan di Palestina a rechaza e recomandacion di e secretario-general di Nacionnan Uni, pa acepta e refugiadonan den bida economico di mediano-oriente, entre cual bida economico di Israel.

E refugiadonan, kende ta biba particularmente den campoman na Jordania y den region di Gaza, ta existi anulacion di Estado Israel pa nan regresa na Palestina.

PAGINA TRES

Rusia lo no cuminsa un guerra pero lo e aplaudi rebelion contra „piratanan“ capitalista

SOSNOWIEC, 16 di juli. — Ministro Presidente Khrushchev di Rusia a bisa awe na un conferencia internacional di mineronan na Polonia, cu Rusia nunca lo a cuminsa un guerra pero cu lo e aplaudi rebelion di cualkier pueblo contra „piratanan“ capitalista. Si un pueblo rebela, e ta haci esey pa su interesnan. Un tal pueblo lo lucha pa libertad di obreronan y pa e libertad di haci uso di frutanan di su trabao. „Kiko ta mas noble cu e lucha“ contra piratanan? asina Khrushchev a puntra.

Khrushchev a bisa e capitalistanan den mundo: „Boso ta bisa cu boso ta kere den Dios. Si tin un Dios y si e tabata por, lo e coge un basora y bari boso. Si hendenan codena nos pa motibu di nos actividad revolucionario, lo mi kier cita bibel y bisa cu da cu e comerciantenan a bai haci negoshi den den tempel. Jesucristo a core cu nan for di den e tempel“, asina

Khrushchev a bisa.

Khrushchev a defende e pacto di no-agresion cu Rusia a firma cu Hitler na 1939. El a bisa cu si Inglaterra y Francia tabata contra Hitler, lo no tabatin guerra. Rusia tabata desea guerra contra Rusia. Stalin tabatin razon dia cu el a firma un pacto cu Hitler, „pasobra e capitalistanan tabata kier cuminsa un guerra contra e unico pais socialista“. Stalin a bisa Khrushchev cu e rusonan lo hanja nan den guerra cu Hitler, pasobra Hitler lo no keda satisfeco cu un guerra contra occidente. Pa e motibu ey tabata necesario pa gana tempo y firma un pacto, asina Khrushchev a bisa e 150 representantenan di 25 pais na e conferencia.

Khrushchev a bisa tambe, cu un guerra nobo lo ta un desastre pa humanidad. Segun su opinion e capitalistanan lo ta inteligenste y nan lo no cuminsa un guerra.

Nilda l a lanza promer strike di wega cu Nesbitt a gana Heineken's

(Di Nos Sportreporter)

ORANJESTAD. — E tribunaal di Lago Sport Park (caminda no ta worde cobra entrada!) tabata yea dia Razon anochi pa e partido inaugural di e Campeonato di Baseball AA. Tabata e anja aki te aghda e publico di mas grandi cu a asisti na un wega di baseball.

Acompaña di e miembro di directiva di Lago Sport Park Sr. Bisliip, nos Reina di Deporte Nilda l a lanza un perfecto strike pa home. Y cu e simple y tradicional gesto aki e torneo 1959 di Lago Sport Park a keda inaugura.

E novena di Heineken's y Nesbitt a subi tereno pa hunga e promer partido. E novena nanterho a logra e victoria cu score preta di 2-1.

Un bon duelo di pitcher tabata tin entre Ramecito Guerrero di Nesbitt y Bryson di Heineken's. Tabata un interesante partido cu momentonan di emocion. Meskos cu fuerte batata tabata tin bunita y difcil fideo realisa cu a laga e fanaticonan goza di un bon wega.

E torneo ta worde hunga ariba dia Razon anochi y dia Domingo atardi, pero dia Domingo awor lo no ta wega, loke ta nifica cu e proximo wega lo ta otro siman dia Razon anochi.

E weekend aki no tin wega den stadion

(Di Nos Sportreporter)

ORANJESTAD. — Pa motibu cu den Wilhelmstadion dia Domingo anochi ta worde presenta un show for di Venezuela, tur e eventonan deportivo cu tabata aghda pa tumu luga ey den durante e weekend mester worde cancela. Esakinan ta concerni wega di futbol manjan atardi y anochi y dia Domingo wega di baseball y di futbol.

Bishita di Ham- marskjöld na Gromyko

GINEBRA. — Secretario-general Dag Hammarskjöld di Nacionnan Uni a bishita e ministro di asuntunan exterior Ruso, Gromyko, awe mainta na Ginebra. Nan discusion a dura como un hora.

Circulan rond Hammarskjöld ta bisa, cu e bishita tabata un gesto di cortesia. Nan no tabata kier bisa kiko Hammarskjöld y Gromyko a discuti.

Comandante di guarnicion di Djakarta

DJAKARTA. — E comandante di guarnicion di Djakarta a informa cu e corant comunista „Harlan Rakat“ a ser prohibi di sali indefinidamente. E corantnan „Sin P.“ (Chines), „Pedoman“ y „Barita Indonesia“, cu a ser prohibi di sali na caminamento di siman aki, por sali atrobe y e agencia di prensa „Pia“ ta permiti di transmiti algun noticia atrobe.

E corant Indones „Republik“ no ta permiti di aparece atrobe ainda.

Noticianan varia

WASHINGTON, 16/7. — E asamblea di e ministronan di asuntunan exterior di 21 republican Mericano lo tumu luga na Santiago de Chile entre dia 3 y dia 10 di augustus, en acuerdo en e recomandacion, cu un comision preparativo a entrega conseho di e organisacion di estadonan Mericano.

TOKIO, 16/7. — Gobierno di Hapon a dicidi di duna Paraguay un prestamo di 3.800.000 dollar pa e pais ey por cumpra 7 hapor mercante na Hapon. En cambio pa e prestamo aki, cu lo worde paga dentro di 19 anja, Paraguay lo permiti migracion di 5000 Hapones na Paraguay, durante e proximo 30 anjanan.

HAVANA, 16/7. — Na Guantanamo (Cuba) 3 hende a ser arresta, nan ta worde acusa di a forma un complot contra gobierno, hunto cu algun otro hende. Na Santiago de Cuba un muchu muher a hanja herida durante tiarmento entre un auto di poliz y un auto, den cual tabata tin algun hende sospechoso, kende aparentemente ta tumu parti na un complot dirigi contra e gobierno revolucionario.

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CUMPLIANTOS.....

Senjora Anita Faustina Reed, kende ta haci anja awe, ta ser cordialmente felicita pa su rumag Angel, tambe pa Theresa Tromp, subriyenan Chida, Sita, Ina, Ekto, Aquiles, especialmente su iha Maria Ralacia Tromp.

Masha pabien ta bai awe pa Cesar Stede, kende a cumpli anja, di parti di tur familia y amistanan.

Awe ta di fiesta sra. Anita Reed y ta hunja pabien di su esposo Eddy, ta ta, rumanan, suegro, erijanan, Clarita, Jacinta, Teresita, Elisa, Besi, subriyenan, Ihaan, Apolonia, Amelia, Maria, Celia, Shirley, Choi, Albertico, Marvis, Susan, madrina Jesuita Zie-vijter.

REGALO

pa papa, mama, rumag homber of
rumag mulier, omo of fenta
Caribbean Shop

Dieztes anja di existencia a cumpli awe Irma Maria Giron y ta ricibi felicita-cion di su mama Juanita su tata Silverio, rumanan Selia, Marharita, Maria, Jose, Juan, Angel, Pilar, su pepe Maria Leandro su estimada amiga Lelia de Lange y demas amistanes di 5e klas di St. Rosaschool.

Pa motibu cu Carmen Rainiella Geerman a cumpli dos anja e ta ser felicita pa su mama Anna, rumanan, Susana, Margarita, Delfina, welanico, omo y tantanan, su pepe Filolinda Keek, amiguitanan, su tata y demas familia.

„Juno II“ explota

WASHINGTON, 16/7. — Un raket di tipo „Juno II“, cu mester a worde lanza cu un satelite „explorador VI“ a explota na momento di lanzamento na Cabo Canaveral. E satelite tabata pisa algo mas cu 41 kilo y e tabata equipa cu e laboratorio di espacio mas completo, cu e Mericanoan a produci te awor. E „Explorador VI“ tabata worde lanza pa e investiga capacidad y influencia di erupcion, cu ta tumu luga riba solo actualmente, y tambe e laba di rayonnan cu ta circula tera.

E lanzamento di un raket di 7 meter largu di marina Mericano, cu mester a yega un altura di 240 km, y cu mester mudi intensidad di rayonnan na e altura ey, a fracasa tambe, awe mainta. E lanzamento, cu a sosode na Aguillo (California), lo tabata prome den un serie di 12 lanzamento, pa colecta detalle respecta e explosionnan riba solo, cu ta causa srobacion den e comunicacionnan radial.

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AGENDA

CINE

Vrijdag 17 juli
18-VEER 9:30. Bonanza om middernacht
RIALTO 8:00. Fiesh and the spur
PRINCIPAL 8:00. In old Vienna
AL BORA 7:30. Death valley manhunt
SAVANNA 7:45. Thundering jets

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Oranjestad: Botica Oubree
San Nicolas: Botica San Lucas
JEUGCENTRALE „LA SALLE“ ARUBA
Vrijdag 17 juli 1959
Club Noord
5 p.m. Volleyballtraining
7-9 p.m. Club open
Volleyballcompetitie.
Dakota
8 p.m. Eftovaxen. Volleyballcompetitie.
Don Bosco (San Nicolas)
GREEN CLUB
St. Joseph Estrella (Santa Cruz)
8 p.m. Baseballtraining
7 p.m. Club ping-pongcompetitie B-klasse
Paradera
Competitiewedstrijd volleyball
7:30 p.m. Paradera-Estrella
Trupalen
5:15 p.m. Zangles junioren.

NOBO NOBO NOBO

Nassaustraat 34
Nos a caba di ricibi hunta panja borta pa bruinsmeisje. Pa ha jenenan cu ta bai Hulanda nos tin precisos Daeron y tela cu no ta machika apropiado pa viaha. Tumben panja nobo pa cortina den diseño moderno y nobo, linen borta nobo. Nos no tin hopi den stock.

RADIO VICTORIA

Dia Biene 17 di juli 1959
4:00 Musica di banda
4:15 Melodiaman di alma
4:30 E Bibbel babri
4:45 Momentos musicales
5:00 Jovay del hogar
5:15 Musica para cena
5:45 Cafe con musica
6:00 Ultimas noticias
6:15 Hora decisiva
6:45 Tesoro musicales
7:00 Noleia na Hulandes
7:10 Concert hour
7:45 The bandstand
8:00 World news
8:10 Off the record
8:30 Back to the Bible
9:00 Musical gems
9:30 Haven of rest
10:00 World news (repeat 8:00 news)
10:05 Hymns that live
10:30 Sign off.

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RADIO CARACAS TELEVISION

Vienes 17 de julio 1959
7:35 Himno Nacional
7:57 Informacion de los programas del dia
8:00 Lo de hoy
9:30 Peliculas de largo metraje
12:00 El Show de las doce
1:15 Su novela Fab-Vorita
1:30 El imperial TV
2:00 Peliculas de largo metraje
4:00 Club femenino
5:00 Cosas de mujeres
5:30 La perfecta ama de casa
7:15 La novela Ace
7:30 Revolver a la orden
8:00 El observador Creole
8:15 Su novela Palmolive
8:30 El programa Good Year
9:00 La novela Camay
9:15 La novela L&M
9:30 Cineclorana
10:00 Cortos cinematograficos
10:30 Cineprograma
12:00 Himno Nacional-Despedida

COSTURERIA „LA ELEGANCIA“

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- CAMISA marca Arrow, manga cortico y largo Fls. 4.—
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- FLANEL Fls. 0.50 pa'riba

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- TELA, pa yarda Mitar Prijs
- ZAPATO, hilchi halto Fls. 2.—
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CASAMATIAS

E POBERCITA HUERFANA

pa: Tuyuchi

No. 38

„Na bo morto?“

„No preocupa bo, mi digno amigo. E ora el lo yega mas bibe cu bo ta quere. Y e ora ei e vinda di Tscherkoff ta para mas independiente riba mundo, cu e dama di compania di Lady Blight. Actualmente e ta un bala di wega den man di Lady. Sin embargo e vinda di Tscherkoff ta cargado di mi apellido y doño di mi posesionnan, loke no ta haci ricu, ma toch ta dun'e e medidanan pa e liba un bida independiente.“

Michailoff a cesa.
„Pues?“ Tscherkoff a informa.
„Ta bo mester sa quico bo ta haci, Tscherkoff!“

„Esei mi sa tambe y mi no tin mes-
ter di ningun conseho tampoco.“

„Esei ta meyor ainda.“

„En todo caso, mi ta gradici bo
pa ha bon intencionnan, Michailoff,
cu bo a acusa mi cu Micheline di un
paso sin pensa profundamente. Pero
nos tur dos a pensa e asunto profun-
damente. Despreocupu bo.“

„Boso tur dos?“ Michailoff a pun-
tra en diele den su boz.

„Si nos tur dos“, e pitor a respon-
de cu conviccion.

Na e mes momento cu e pitor ta-
bata bai na su taller, unda Peter su
criar tabata empacuetando e cuadro-
nan, Michailoff a stop un taxi y a
bai directamente Englisher Hof. Co-
mo dokter y hende e quier a cumpli
cu su deber y contra tur dos, despues
cu nan a tene un matrimonio
asina ta nifica felicidad p'e.“

„Bo conoce Sr. Tscherkoff, Myla-
dy?“

„Mi a cerra conoci eun'e cerra e mo-
narca y el a haci un impresion agrada-
ble riba mi.“

„Y Mylady sa cu Tscherkoff...“

Aqui e dokter a spera un rato pro-
nie cu e sigui. E tabata consciente cu
aqui e tabata haciendo algo cu tabata
centrario cu su profesion di dokter.

Sin embargo e quier a cumpli cu su
deber como hende. Lady Blight mes
ta estun cu a bin faclita su pregunta
ora cu diripiente el a puntre:

„Bo ta meen cu mi no sa cu Tscherk-
koff ta un patient di pulmonia?“

E ora ei si, Michailoff no por a so-
porta mas.

Un momento Lady Blight a spanta.
„Oficialmente mi no ta na altura
di esei, dokter. Pero francamente mi
no quier sconde pa mi cu diferente
bez mi a pensa riba semehante asunto.
Micheline ta un mucha muhe pover
cu mi a tuma cria y un matrimonio
asina ta nifica felicidad p'e.“

„Bo conoce Sr. Tscherkoff, Myla-
dy?“

„Mi a cerra conoci eun'e cerra e mo-
narca y el a haci un impresion agrada-
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„Bo ta meen cu mi no sa cu Tscherk-
koff ta un patient di pulmonia?“

E ora ei si, Michailoff no por a so-
porta mas.

Y seriamente el a bisa:

„Sr. Tscherkoff ta den su ultimo
stadium di tuberculose. Mylady y e
no por biba mas tanto cu 5 te 6 lu-
na pa mas tarda. Bo tin bondad di
participa esei tambe na Sra. Micheline
y puntre cu e no obstante esei,
toch e ta di acuerdo di casa cu e pitor?“

Lady Blight a cesa.

Na e momento ei Micheline a cam-
na drenta e cuarto.

El a camna bai cerca Lady Blight.
Y diripiente Micheline a bisa:
„No tuma mi pa malo, Mylady.
Contra mi voluntad mi a scucha e com-
bersacion den e cuarto aqui unbanda
camina mi tabata. Y mi mester pidi
bo dispensa cu e favor numa b'a ten-
de di mi compromiso cu Tscherkoff
foi boca di un tercera. Pero tabata
holand di artista pa nos tene esei
por lo pronto secreto.“

„Bo mester a haci, alomenos si
b'a priminti. B'a tende tambe e sos-
pechonan serio cu dokter a caba di
bisa?“

„Si, Mylady. Ami cu Tscherkoff a
combersa e asunto ei profundamente.
Y nos tur dos a bini na acuerdo cu
otro.“

„Anto seguramente cu...“

E palabranan ei a escapa lipnan di
Michailoff.

El a lamta para y a hiza su skou-
drenan cu compasion manera cu e
quier a disculpa su mes.

„Y apesar di tur cos b'a dicidi, Mi-
cheline?“ Lady Blight a puntra.

„No solamente obstante, pero hus-
tamente p'e motibo ei mes, Mylady.
Mi ta stima Tscherkoff y mi a dicidi
di haci su ultimo dianan mas alivia.
Esei no ta permiti?“

„Sigur bo por haci esei, mi yiu du-
shi, basta cu bo ta sinti den bo e en-
ergia di bo soporta e tristiza tambe.“

„E energia ei mi ta sinti den mi,
Mylady.“

Veld Stores

Oranjestad San Nicolas
Propaganda semanal

DELICIOSO....

Y

BARATA



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SPAM	Fls. 1.20	Fls. 1.10
BAZANI CASHEW NUTS	Fls. 0.81	Fls. 0.74
PEANUTS	Fls. 0.60	Fls. 0.55
PEANUTS	Fls. 0.87	Fls. 0.80
MIXED NUTS	Fls. 0.76	Fls. 0.70
MIXED NUTS	Fls. 1.06	Fls. 0.97
ALMONDS	Fls. 1.14	Fls. 1.04
WALNUTS	Fls. 0.97	Fls. 0.89
WALNUTS	Fls. 1.81	Fls. 1.65
PLANTERS CANDIED PEANUT	Fls. 1.38	Fls. 1.28

EL CISCO KID

1. "Ami si sibi ta con mester haci... E Indianan ta horta baci panu!" 2. "Una vez en un tiempo na e lugar di nos, e baci panu lo keda di tal manera marca cu nan no por reconoce nan mas."



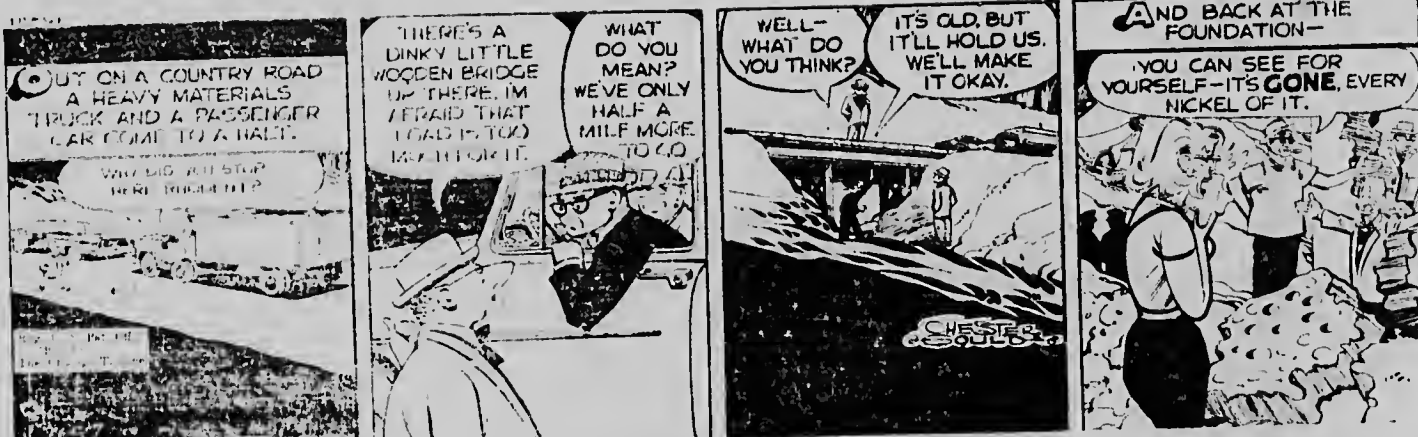
JUAN EL INTREPIDO

1. "E polisnan a mira nos eba... y segun parece nan ta huanu na Dr. Han. Corre." 2. "Mientras e asesinan ta persigi nan, Juan y e otro hien ta hien den e cajanu." 3. "Mientras cu Dr. Han y Nago ta bai den avion. 'Bo amigo ta valiente, Hunter.' 'Si, pero e ta bai tin mester algo mas cu valor pa e scapa su mes.'"



DICK TRACY

1. Riba caminda grandi un truck grandi y un auto ta para. "Pekito bo a para aki nan. Prudent?" 2. "Pasobra tin un bing ey banda y mi ta duna cu lo e wanta e peso di e carga aki." "Kiko bo kier mecu? Solamente nos tin cu continua na milia mas." 3. "Wel — kiko bo ta pensa?" "E ta bieu, pero e por wanta nos, nos lo pasa anto." 4. "Y na e kelder — 'Boso mes por mira awor cu tur cos a desaparece.'"



RIP KIRBY

1. "Un tiro. Mi no por keda aki nan despues cu mester ta pasando algo riba e isla." 2. "E tiro di Whitney ta herida biza di Kirby." 3. "Y Gloria ta pasa man pa un florero y beña Whitney cune."



EL PRECIO DEL TRIUNFO

1. Ora cu nan a drenta den e sala di control. Lorimer y Hager ta queda stranjo pa hanja e sala desierta... "Nos no ta culpa nan, Fritz! Nan a pensa cu nan mester landa hopi!" 2. "E ruido ey den sala di e portanan di esclusa lo a haci nan quere cu e presa lo cay aden!" "Laga nos drenta, Fritz, pa cuba cu esauqui!" 3. "Di un modo of otro! Laga nos drenta, tin...!"



EL DIARIO DE UNA VIDA

1. No. 17 ta bay dal den no. 13. 2. "Ainda nan no sa quico a pasa e chauffeurnan... tin hopi humo." 3. "E humo ta plama... ata e ambulancenan ta bay!"



PEPITA

"Na biza mi prome cu nos eba... cu bo ta dispuesto na sibi e certu di mas alto pa... Bo ta sinti bo awe romantico?" "I en bo ta capaz di ser e heroe di mas grandi pa mi." "Si... asina mi biza bo di mi verdadera curazon." "Euceno. Bo tin bondad di aca e co'i sushi pa mi?" "Qui poco romantico e final ta!"



Homber fuerte



Actualmente e homber fuerte na Indonesia cu lo sigui den kabinet e president dictatorial President Achmed Sukarno ta Luitenant General Abdul Haris Nasution hefe di staf di arma. El a anuncia cu e proclamacion riba actividadnan politica cu el a impone na juni a queda como un garantia di seguridad.

Koningin Juliana

naar Italia vertrokken

DEN HAAG, 16 juli — De Koningin en de oudste twee prinsessen zijn heden, morgen met de regerings-Dakota van de vliegbasis Soesterberg naar Italië vertrokken. Zij gaan een vakantie van ruim drie weken doorbrengen in Ravello, ongeveer zestig kilometer ten Zuiden van de Italiaanse havenstad Napels. Ravello is een van de mooiste kustplaatsen van Italië. De Koninklijke vakantieplaatsen logeren in een particuliere villa.

De Prins is reeds dinsdag afgeleid in zijn Ferrari sportwagen. Hij wil de snelle auto (maximum ruim 200 kilometer per uur) in Ravello permanent tot zijn beschikking hebben. Bovendien zal hij de wagen in de Ferrari-fabriek te Modena laten nazien. Zijn reis naar Ravello voert toch langs die Italiaanse stad.

Japanse lening aan Paraguay

TOKIO, 16 juli — De Japanse regering heeft besloten een lening van 3.800.000 dollar aan Paraguay te verstrekken voor de aankoop van zeven koopvaardijschepen in Japan. In ruil voor deze lening, die in 19 jaar aflosbaar is, zal Paraguay in de komende 30 jaar de immigratie toestaan van 5.000 Japanners.

Amerikaanse republieken

komen tussen 3 en 10 augustus a.s. bijeen

WASHINGTON, 16 juli — De bijeenkomst van de ministers van Buitenlandse Zaken der 21 Amerikaanse republieken zal tussen 3 en 10 augustus in Santiago de Chile worden gehouden ingevolge een aanbeveling, die door een commissie van voorbereiding aan de raad der Organisatie van Amerikaanse Staten zal worden voorgelegd.

Shell bunkerprijzen verlaagd

LONDEN, 16 juli — De Shell en de B.P. hebben bekendgemaakt, dat zij hun bunkerprijzen voor dieselolie en gasolie in verschillende gebieden hebben verlaagd. In Europa bedragen de verlagingen h.v. resp. 3 en 6 shilling per long ton.

Refrescante

BALS P.K.



SALUDABLE...

DELICIOSO!

y no lubido cu cada pedido bo ta hanja 6 botter of un recki gratis. Pa haci bo pedidanen, jama 1418 of 1152 CONTAL AGENCIES

Minister Herter wenst onderzoek naar ondermijnende propaganda

GENEVE, 16 juli — Minister Herter heeft in zijn rede op de voltallige vergadering van vandaag voorgesteld, dat de vier grote mogendheden aan de algemene secretaris der Verenigde Naties, Hammarskjöld zal verzoeken personeel beschikbaar te stellen, dat tot taak zal hebben verslag uit te brengen van ondermijnende bedrijvigheid of propaganda in de twee delen van Berlijn, welke de openbare orde kan verstoren of de rechten van de wederpartij schade berokkenen. Herter zei reden te hebben om te geloven, dat Hammarskjöld een dergelijk verzoek welwillend zou ontvangen.

In het vervolg van zijn rede hield de Amerikaanse minister een warm pleidooi ter ondersteuning van de Westerse voorstellen van 16 juni voor een voorlopige regeling van het Berlijnse vraagstuk. De vier fundamentele punten van deze voorstellen zijn:

- 1) Geen verstrekking van de in Berlijn gelegerde troepen;
- 2) De waarborg van vrije toegang tot Berlijn;
- 3) Maatregelen ter voorkoming van storende bedrijvigheid in de twee delen van Berlijn;
- 4) Een overeenkomst, dat deze maatregelen van kracht blijven tot de hereniging van Duitsland.

Herter merkte op, dat deze vier punten een redelijke basis voor overeenstemming opleveren.

Prinses Marijke geslaagd voor toelating Baarns lyceum

DEN HAAG, 16 juli — Prinses Marijke is op de lagere school van Meester Van Dijk in Baarn geslaagd voor het toelatingsexamen, dat voor haar de deur geopend heeft naar het Baarns Lyceum. Van de 161 examenkandidaten werden er 22 afgewezen. De jongste prinses, die nu twaalf jaar is, kan nu samen naar school met Prinses Margriet, die bevorderd is tot de vijfde klas van het incrementum op het Baarns Lyceum. Dit wordt het voorlaatste jaar voor de 16 jarige prinses.

Naar verder wordt vernomen, heeft de speciale aanpassingsbehandeling, die Prinses Marijke destijds heeft gekregen van de heer Oost, leider van het Prins Alexander-Instituut voor kinderen met zwakke ogen, ook bijzonder succes gehad bij het werk van de Koninklijke leerlinge op de Baarnse lagere school. Zij bleek de lessen uiteindelijk met aanzienlijk meer gemak te kunnen volgen.

De heer Oost heeft de prinses nog slechts op gezette tijden onder controle. Dit betekent de normale uitloop van de leiding, die hij haar ongeveer een jaar lang enkele malen per week heeft gegeven bij het leren, de capaciteit van de ogen een zo groot mogelijke rendement te bieden.

De Bleriot-race

T. MAURIS, 16 juli — RAF-luitenant Maurice Williams heeft donderdag de tocht Londen—Parijs gemaakt in 47 minuten en 43 seconden. Hij reisde per motor, helikopter en straaltvliegtuig.

De Brit Henry Silley heeft er, gebruik makend van auto, helikopter en vliegtuig, een uur 33 minuten 40 seconden over gedaan.

De eerste deelnemer die vandaag uit Parijs Londen bereikte, was de Franse Madeleine Rassman, moeder van vier kinderen. Zij reisde met taxi's en een Brits lijnvliegtuig en had een uur 59 minuten en 30 seconden nodig.

Nader wordt gemeld, dat de Engelse majoor C. G. Maughan het record in de Bleriot-race op zijn naam heeft geboekt door in 43 minuten 36 seconden van de Arc de Triomphe naar Marble Arch te reizen. Vanmorgen had hij deze reis reeds in 44 minuten 35 seconden gemaakt.

Gevangenisbrand te Finland



Een krankzinnige gedetineerde in de gevangenis van Kaylio in Finland heeft brand gesticht in de geheel houten gevangenis. Het gebouw brandde totaal af, waarbij zestien gevangenen om het leven kwamen en enkele tientallen gewond of door de rook bevangen. De aanstichter van het kwaad kwam ook in de vlammen om. Een aantal gevangenen maakte van de verwarring gebruik om de vrijheid op te zoeken doch werden spoedig weer achterhaald.

Aruba Caribbean Hotel

SPECIAL EDITION

EDITED BY BEURS - EN NIEUWSBERICHTEN AND ARUBAANSE COURANT

ARUBA WISHES HOTEL TO BECOME A GATEWAY TO INCREASED PROSPERITY

Gobernador Speekenbrink:

Hemos ganado otro jalón

La inauguración de este hotel es un acontecimiento de gran importancia para Aruba y las Antillas Neerlandesas. Por eso, las redacciones de "Arubaanse Courant" y "Beurs- en Nieuwsberichten" decidieron dedicar una edición especial, conjunta al turismo y a este hotel.

Desde entonces acá han transcurrido años en que yo mismo pude comprobar en el terreno en cuestión con empeño y perseverancia se ha trabajado para la realización de este ideal. Grandes fueron las dificultades que debían vencerse, y en las que también Holanda como parte del Reino Neerlandés ha manifestado interés efectivo.

ahora nos encontramos en vísperas de la inauguración de este brillante hotel y hemos ganado otro jalón en el camino que conduce a convertir las Antillas Neerlandesas en un centro internacional de vacaciones; esto como resultado del ensanchamiento tan necesario de la base de prosperidad de nuestras islas con su economía tan unilateral y población profesional siempre creciente.

Es lógico y justificado que en la búsqueda de nuevos fuentes de prosperidad se presta tanta atención a la construcción de las facilidades para el turismo internacional. El rápido desarrollo de la aviación, pues, ha efectuado una revolución en las costumbres de las vacaciones de tantos, de la cual también la navegación ha dado los frutos. Los viajes turísticos de sus pasajeros — he cogido el fruto. Esto se ve en claro al considerar la balanza de pagos de aquellos países que tienen el deber de ofrecer en el ramo de turismo.

En esta manera casi todo país en el mundo de Europa, ha venido sacando grandes beneficios de ello en la postguerra, mientras que parece que en el hemisferio Occidental el éxodo a la isla del Caribe parece haber comenzado.

En el cuadro de este desarrollo, felicitamos cordialmente y con mucho gusto a quienes hayan contribuido sus esfuerzos, de una forma u otra, a la realización de este importante proyecto arubano de prosperidad.

Que el esfuerzo sea coronado por el éxito!

Des. A. B. SPEEKENBRINK
El Gobernador de las Antillas Neerlandesas.

Touristic development has not yet reached its peak

The Aruba Caribbean Hotel is on the verge of opening its doors officially to the public, the international tourist. A wave of optimism and enthusiasm is sweeping across the island these days. A new era has started. The tourists industry has won a stronghold in Aruba and the island can now compete in the enormous flow of prosperity brought about by tourism in these islands. It has taken a long time, a very long time, before Aruba got the tourist hotel. Years of planning, years of talking went by. It started immediately after the war with the plans of the Dutch architects Perel and Wils. Then came the plans of Dr. A. Papier. There were others. Kipnis, Adler, Bolivar, to mention but a few. Time and again enthusiasm flared up and time and again followed the disappointment when the notice of failure came through. But now the Aruba Caribbean Hotel is there, with the magnificence of its eight stories, with its 120 rooms and 30 cabanas.

The hotel can stand favorable comparison with the very best of the Caribbean area offers the exacting tourist. Yes, we might safely say that the Aruba Caribbean Hotel belongs to the very best. Eight and a half million guilders are invested in this hotel. These will turn out to be preliminary expenses.

For this only the beginning of what everyone hopes will be a great touristic future. A tremendous amount of work will have to be performed before Aruba can rightly call itself a tourist island on the same plan as, for instance, Cuba and Bermuda. Yet these islands also started on a small scale. Isn't it only a few years ago that a large hotel was built in Puerto Rico with government funds?

Hotel- hospital

The architect received the assignment to design a hotel which could be converted into a hospital at a very low cost. If the hotel did not live up to the expectations, at least a good

Special edition is largest ever in Neth. Antilles

The inauguration of the Aruba Caribbean Hotel is an event of historic significance to Aruba and to the Netherlands Antilles. Therefore, the editors of the "Arubaanse Courant" and "Beurs- en Nieuwsberichten" decided to publish a special joint edition dedicated to tourism and to this hotel.

The languages of this edition are not those in which these papers are normally printed, namely Papiamentu and Dutch. The reason is that a considerable part of the edition will be distributed in Venezuela, the United States and other countries. In this way the editors hope to create more interest for Aruba. The run for this edition is 15,000 copies, the largest ever for a daily in the Netherlands Antilles.

Una edición especial de 15.000 ejemplares

La inauguración del Aruba Caribbean Hotel es un acontecimiento de gran importancia para Aruba y las Antillas Neerlandesas. Por eso, las redacciones de "Arubaanse Courant" y "Beurs- en Nieuwsberichten" decidieron dedicar una edición especial, conjunta al turismo y a este hotel.

Los idiomas de esta edición no son los que habitualmente emplean estos periódicos, a saber el Papiamentu y el Holandés. La razón es que una parte considerable de la circulación será enviada a Venezuela, los Estados Unidos y otros países. De esta manera las redacciones esperan cultivar mayor interés para Aruba. La circulación de esta edición es de 15.000 ejemplares, la máxima circulación jamás realizada por un diario en las Antillas Neerlandesas.

Jonckheer:

Felecciones cordiales

Me es un gran placer poder cumplir con la solicitud de los editores de los diarios "Beurs- en Nieuwsberichten" y "Arubaanse Courant" de escribir unas palabras de felicitación con motivo de la emisión de esta edición especial dedicada a la inauguración del Hotel Aruba Caribbean. Esta simpática iniciativa de los editores mencionados merece todo aplauso. Pues se trata en el caso concreto de la realización en nuestra isla hermana Aruba de un proyecto de gran envergadura, la realización de una iniciativa atrevida que indudablemente contribuirá en sentido constructivo al ensanchamiento de la base económica y aumento del progreso de Aruba y del pueblo arubano. Con la inauguración de este hotel ultramoderno se ha puesto otra vez un paso hacia adelante en el empeño de crear las condiciones necesarias para la atracción de turistas a Aruba.

La industria turística constituye una de las piedras angulares del desarrollo económico de nuestras islas y la construcción de este espléndido hotel puede considerarse como un hecho positivo en esta dirección. Un hecho digno del orgullo de los arubanos. En un mundo donde las gentes se esfuerzan afanosamente a lograr el progreso económico no podemos quedar con las manos cruzadas.

Que este proyecto sea un aporte significativo a la prosperidad de la vida económica de Aruba, en beneficio de las Antillas Neerlandesas en general y del pueblo arubano en particular. A los que tomaron la iniciativa: Mis felicitaciones cordiales!

E. JONCKHEER
Ministro-Presidente,
en el gobierno de las
Antillas Neerlandesas

Discoveries

Through the faster communications and increased prosperity in many countries world tourism has developed fantastically in the postwar period. More and more spots in the remotest areas are discovered by the tourists, at first by a few, later by large flocks.

This is very important to the countries involved. Hundreds of jobs were created, foreign exchange poured in. Prosperity in those countries increased. It is expected that this development will continue. Aruba, an island with plenty to offer the tourist, can share in the rich flow.

The Aruba Caribbean Hotel which is now a fact offers the accommodation facilities. Government circles are already looking further afield and have tackled the problem of communications. More airlines will soon include Aruba in their flight schedule.

Interest for a second hotel already exists. Other plans are in the making. The future does not look gloomy. It is very well possible that within a relatively brief period of time the glamorous Palm Beach with its rural aspect will be the scene of bustling activity.

Hard work

However, we feel that a warning against exaggerated optimism might well be in order. It is true that there are numerous hope-inspiring examples in the area, but it should never be forgotten that success without hard work practically does not exist.

We, the inhabitants of Aruba, can contribute much to the success in our own modest way. By being kind and helpful to the visitors. By affording them the feeling of being welcome. By offering the tourists more than they find in other countries and on other islands. The Reader's Digest once called Aruba an "Odd Little Island". Let's see to it that it will remain an "Odd Little and Very Friendly Island."



Minister Yrausquin: "Hotel is not the final result but rather the beginning of our endeavour"

In 1947 the first tourist committee of which I had the privilege to be chairman was called into existence. At that time already plans for the construction of a tourist hotel at Palm Beach were being formulated. The magnificent beaches, the beautiful sea, and a healthy and pleasant climate throughout the year were factors which would make the realization of such a huge project very attractive.

Influent businessmen were contacted for the purpose of building such a hotel, but for several reasons this plan could not go through. In 1951 the then tourist committee was dissolved by the Government and instead the Aruba Executive Council instituted the COVA, which has not been successful in its efforts either.

Finally in 1955 the then newly-elected Executive Council reconstituted the Aruba Tourist-Committee under my chairmanship, and immediately afterwards the initial steps were taken in preparation of the construction of a modern tourist hotel, a first requirement for the development of the tourist industry in Aruba.

With participation of the island territory of Aruba a hotel company, the Aruven, was established in Aruba and for the first time in our history Venezuelan capital was attracted on a major scale. A special limited liability company, the Venuraba, was established in Caracas for participation in this project. The shares of this company are registered at the Venezuelan stock exchange.

Plans were made and discarded. Finally execution of the final plan started in 1957 and now we can look back with satisfaction upon their materialization. Anyone who is intimately associated with the internal organization of this hotel knows that in this matter it not only concerns the luxurious building at the splendid Palm Beach in Aruba, but also the chain reaction of increased work opportunities which it entails. And I am thinking, for instance, of the large staff of per-

sonnel which will have to please the guests as much as possible; those in charge of the entertainment, primarily our local talents in the field of music and dance; the taxi-drivers which will undoubtedly get more work; the storekeepers who will have to hire more personnel in the event of a sales increase, and the so-called local crafts which will have to arise in order to offer the tourists additional souvenirs. Economic life in all its phases will be forcefully stimulated through this initiative. This new hotel has brought a long the endeavour to make Aruba a center for tourism and for conventions and congresses, and in addition to the direct advantages resulting for the community, there is the real indirect ad-



vantage of potential investments of all kinds (industries, investment companies, distribution centers, etc.) as a result of tourism. Many investments in other countries have resulted from the fact that people got to know the country on a vacation trip.

However, we must have to keep in mind that the realization of this hotel

is not the final result of our efforts, but rather a beginning which better enables us to materialize our endeavour. Many circles have often expressed the urgent need to broaden the narrow economic basis of the Netherlands Antilles, and that in this respect development of tourism can and should play a major role. The basic thought is, of course, that the touristic development of the Caribbean area has not by far reached its peak (in fact it is still in its infancy both in the Caribbean area as a whole and in our islands in particular) and what our islands can offer, in addition to our natural gifts in this field, must be sufficiently developed in order to attract a large number of stay-over tourists. Therefore, resort hotels and recreation facilities are essential. I feel that in the future there must come a well-defined program which contains a concrete plan for the next ten years. This ten-year plan must in the first place be aimed at a further expansion of the available hotel space in the Netherlands Antilles in order to keep equal pace with the great surge forward which tourism will undoubtedly make in the Caribbean in the coming years.

Now that the hotel has become a fact it is the task of Aruba's population to maintain and to kindle the enthusiasm and interest of foreign visitors. And the enthusiasm of the past year is to me a proof that this is guaranteed in the coming years.

It was a very fortunate idea of the editors of this paper to dedicate a special edition to the opening of the Aruba Caribbean Hotel. Through this special edition posterity can read about the basis which was laid for a new source of existence, and I hope that this will enhance the knowledge of the many opportunities which Aruba is capable of offering in the field of tourism and in other areas.

L. L. Yrausquin
Minister of Finance and
Economic Development

The Aruba Caribbean Hotel Casino

Im Beach, Aruba Netherlands Antilles

Aruba Caribbean has been de-
signed to create a new concept of a
Indian resort hotel at a cost of
1000 guilders.
The architect, Morris Lapidus, has
great deal of experience in re-
sponsible design, having completed in
the last three years the
Pommesbeek, the Eden
and the Americana. This large ex-
tensive resort hotel design has been
designed with a thorough study of
the island of Aruba itself to realize
unusual architecture of the An-
tilles.

Aruba Caribbean not only has
features of fine resort hotels,
also many new features which
only be found in an unusual lo-
cation, such as is found on the island
of Aruba.

Aruba Caribbean is located on
stretch of the whitest sand beach
found anywhere in the Carib-
bean. Palm Beach. The water of
Beach is calm and sparkling blue
and the slope of the beach into the
water not only makes swimming en-
tirely safe, but also permits those who
swim to enjoy delightful bath-
ing.

Aruba Caribbean is eight stories
with 120 double rooms and 20
baths. The unusual studio-guest rooms,
interesting arrangement of walls;
rooms of forms and shapes never
before found in a hotel — living
during the day, bedroom at
night, studio-guest room has a
large dressing room, a gleaming tile
bath, a completely secluded private
bath with a full view of the ocean.
Two lower floors will be public
which include:

Dining Room — 248 Seats
note: Papiamento is the native
language of Aruba, rimmed by an out-
standing terrace, circles you with
unusual beauty of decor, which
is its peak in the exposed rib-
banded ceiling to a central round fan of
bright colors. The cuisine features in-
teresting to its continental and Ameri-
can, all the delightful and
specialties of the Caribbean.
Gaming Casino where you may
change on your favorite games,
at a most interesting setting of white
gold silk brocade, fine woods,
elegant places, blown glass from
Rome, and statuary from Rome.
Klompfen — 201 Seats —
Klompfen means wooden shoes
(utch) is where you will enjoy mu-
sic, entertainment, delicious food and
personal service.

the entrance of the nightclub mo-
nographs picture the people whose
names were combined to form Aru-
ba-fascinating Papiamento Portuguese,
Dutch and Spanish.
Cocktail Lounge, where you will
enjoy, at its best, decorated with
white statues, including the satirical
and goddess of pleasure (96
seats).

Divi-Divi Coffee Shop — 98 Seats —
(note: Divi-Divi is a typical hunch-
back tree, capriciously pointing to the
South Western direction, shaped by
the constant blowing trade-wind) is de-
lightfully informal, completely unusu-
ally decorated with a sunny tropical at-
mosphere.
Cabana Club and Beach facing the
sparkling blue Caribbean.
The huge swimming pool forms the center
of interest for your relaxation and
pleasure. There are twenty luxurious
cabanas, each with private bath, show-
er, and double dressing room.

The shops of the shopping arcade offer
you merchandise from many parts
of the world at free-port prices.
Since the climate is consistent, pleas-
antly mild throughout the year, there
is no need for doors to separate the
main-lobby from the cool trade-wind.
The main lobby, with walls decorated
with native tiles, native cut stones,
Delft blue tiles, is furnished with West
Indian and East Indian furnishings, and
introduces the guests to a new type of
Caribbean vacation.

The gardens surrounding the hotel
will be typical of Aruba, with areas
planted with cactus plants amidst un-
usually shaped boulders which are found
on the island. There are other areas
combining the ever-present coconut
palms and date palms with brilliant tropi-
cal foliage to create fantastic land-
scape effects.

The Health Club is on the roof of
the hotel, complete for men and wo-
men, including solarium for sunbathing,
massage room, etc.

The entire hotel is completely air-
conditioned, with the exception of the
main lobby and the shopping arcade,
which are open to the Pasada or trade
wind.

No clothespins

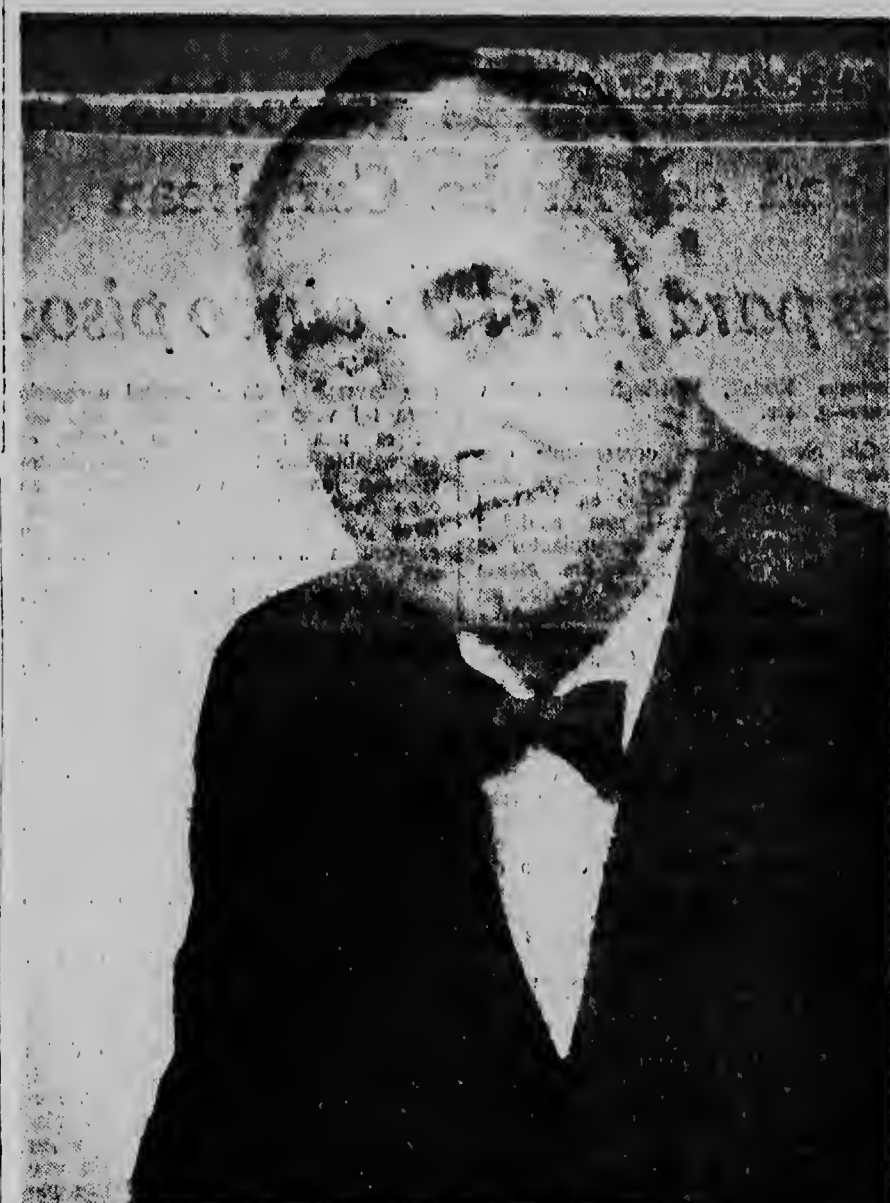
"You won't find a clothespin or
clothesline in the 'conuco' (countryside)
on the Caribbean island of Aruba
in the Netherlands Antilles. The
people there build fences of living cactus
around their brightly painted homes.
The cactus thorns and ever-con-
stant trade winds keep wash in place
on the fences until it's dry".

St. Louis, Post-Dispatch.

Boiled Cucumbers

"They don't eat salted peanuts on
the little Caribbean island of Aruba
in the Netherlands Antilles. They boil
them and serve them as a vegetable.
They also love boiled cucumbers".

Philadelphia, Inquirer.



El Arquitecto Lapidus: El Hotel mas exitante que jamás hayamos diseñado

Antes de preparar su diseño origi-
nal para un hotel, el arquitecto debe
determinar con exactitud que es lo
que trata de alcanzar con su diseño.
Todos sabemos que un hotel es el
lugar para recibir huéspedes y en don-
de pueden conseguir una buena cama,
buena comida, comodidad y diversión.
Al poner mano en obra en el di-
seño original para el Aruba Caribbean,
tuve muy en cuenta estos requisitos
primarios, pero también supe que el
primer gran hotel en Aruba requeriría
mucho más. Aruba no se puede com-
parar con alguna ciudad en Europa,
Norte-América o Sud-América. Es una
isla caribena muy distancada de las
grandes ciudades y centros de recreo
en los hemisferios orientales y occi-
dentales.

Cuando las turistas deciden venir a
Aruba de vacaciones, naturalmente es-
peran encontrar algo diferente, extra-
ordinario, interesante y placentero. En
breve, los huéspedes que esperamos vi-
sitaban al Aruba Caribbean, están en
búsqueda de algo que no han podido en-
contrar en otras partes del mundo.
Aruba y el Aruba Caribbean han de-
ser una experiencia totalmente nueva
y maravillosa. Al diseñar el Aruba
Caribbean he tratado de capturar el
espíritu de una nueva y maravillosa
experiencia. Naturalmente tuvimos que
incluirla en nuestros planes las comodi-
dades que se exige de un hotel de
hijo.

Las antenas, el comedor y las pie-
zas tenían que ser en primer lugar
tranquilizadores y estimulantes. Además
de lo que se espera de un buen ho-
tel, hemos tratado de capturar la ex-
citación de una nueva experiencia, en
una pequeña y bella isla del Caribe
y al mismo tiempo crear un ambien-
te de despreocupada diversión y tran-
quilidad.

La alta estructura del hotel ha si-
do diseñado como unoj que destaca
a la vista de las que van llegando,
sea por mar o por aire. La forma
inusitada y el uso de destacados co-
lores de las Antillas, han creado una
estructura que es, según mi opinión,
muy distinguida y muy diferente de
cualquier otro edificio en el mundo.
La prismatic combinación de balcones
y altos muros, flancos de roca nativa,
produce la primera impresión de algo
diferente e inusitado. Al llegar en au-
tomóvil al hotel el visitante se en-
cuentra literariamente erguido de la tier-
ra, pasando por una puente volante
que sirve de entrada, encima de jardi-
nes y fuentes.

La entrada del hotel no es cual-
quiera; aquí no hay puertas, ni hay
separación entre el interior y el aire
libre, los espacios se juntan flotando.
La misma antena está diseñada para
que el huésped sienta que no sola-
mente ha llegado a un nuevo y ex-
citante hotel, pero también que está
al borde de una nueva y apasionan-
te experiencia.

En la antena se combinan brillan-
tes colores, mosaicos holandeses, roca
nativa, candelabros resplandecientes y
una pantalla por la cual filtra la alumi-
nante luz del sol Caribeño tanto co-
mo el viento aliso que acaricia ena-
vemente.

En su propio cuarto, el huésped en-
contrará una fresca atmósfera tropical;
muebles de mosaicos policromos en di-
seño juguetón. Colores suavizados en
las paredes y la belleza natural de
madera en los muebles daneses, crean
una impresión de tranquilidad y repo-
so, y de un nuevo y aventuroso mo-
do de vivir.

Los varios comedores y salas de co-
fé han sido planeados para mantener
un sentido de aventura. El Bali Bar,
captura el esplendor de las Indias Oc-
cidentales. El comedor es tropical y
colorido y las murales en tri-dimen-
sion nos recuerdan al instante la ascen-
dencia holandesa de Aruba.

El "coffee-shop" es igual a un jar-
dín interior del Caribe, con roca, mo-
saicos y follaje que crean la tranqui-
lidad que sólo se puede esperar de
encontrar en una pequeña isla caribe-
ña como Aruba.

El Casino, en su simple elegancia,
respira la tranquilidad de Europa y
refleja la satisfacción del arte de Gre-
cia y Roma, sobre el cual está ba-
sado la cultura de Europa.
Los jardines, las terrazas, la piscina

y la playa fueron diseñados para brin-
dar al huésped del Aruba Caribbean
lo que sólo se encuentra el desahum-
brante arena y playas de la placida
isla que es Aruba. En los jardines
hemos tratado de crear un pequeño
Eden arubano. Allí follaje forman con-
traste con cactus y roca que son muy
propios de Aruba. Fuentes, asien-
to al viento aliso en la creación de fres-
ca comodidad y brillante luz solar.
Estos fueron mis pensamientos, enan-
do con mis socios empecé el diseño
del Aruba Caribbean. He tenido el
placer de permanecer bastante tiempo
en la isla de Aruba y he penetrado
a sus más escondidos rincones. Mis
buenos amigos, los oficiales del go-
bierno de Aruba, han sido constante-
mente cooperativos y simpáticos, ade-
más de haberme brindado constante-
mente su gran entusiasmo y asistencia
en el descubrimiento de las cosas bel-
las de Aruba. Quiero expresar mi sin-

How they see Aruba

Americans think that all Dutchmen
walk in wooden shoes and that there is
still a little bit somewhere pressing
his thumb in a hole in the dyke
in a nearly desperate try to save
his country. Americans think that all
Yankees live behind fences, just like
the "Old-Americans" do in Aruba. Some
of the things we think about are
true, others false, and again others
contain an element of both.

Thus we discovered a new when we
saw what was recently written in U.S.
newspapers about Aruba.
Here come the tries

Ban whitewashing at Aruba

"There's a practical reason for the
bright pink, green, yellow and blue
houses on The Netherlands Antilles is-
land of Aruba. An ancient govern-
ment decree forbids whitewashing be-
cause of the glare that would be creat-
ed by the rain-free island's brilliant
sunshine".

New York Post

Same Governor

"Two fascinating but very different
islands, Manhattan and Aruba, were
once governed at the same time by
the same man, Peter Stuyvesant had
his headquarters on the Caribbean is-
land of Aruba, in the Netherlands An-
tilles, until 1645. Then he transferred
to Manhattan, where he continued to
govern both islands".

(Actually Stuyvesant was residing in
Curacao. Ed.)

The Montreal Star

Hasta
pronto
en
el
"TROCADERO"
Bar Restaurant

Un agradecimiento al señor Oscar S.
Henríquez por su paciente sosten y
envalentonamiento.

El Sr. Juan Fransquin ha sido siem-
pre dispuesto a asistir y aconsejar con
gran comprensión cuando se pre-
sentaban dificultades. El Sr. G. de Veer
también ha sido otro cooperador y va-
lioso sosten durante los meses y años
que duraron para crear al nuevo Aru-
ba Caribbean Hotel. Si he logrado en-
capturar el espíritu de Aruba, es por-
que estos señores me dieron su valio-
sa ayuda. Para mí ha sido un verda-
dero e inexpressable placer el crear el
hotel mas exitante que jamás hayamos
diseñado.

Best of Luck to the
Aruba Caribbean Hotel
Our shipping department can take care of every
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Our CONGRATULATIONS to
the board of directors of the
Aruba Caribbean Hotel
BOHAMA N.V.

BOHAMA N.V.
BUILT THE FOUNDATION OF THE
Aruba Caribbean Hotel
IN CO-OPERATION WITH
PETRONA & CROES

BOHAMA N.V.

- * reinforced concrete constructions
- * industrial buildings
- * earth moving
- * housing projects

General manager Carl Wolff



...heavy responsibilities...

K.L.M. will contribute its share

by C. C. Steensma
general-manager Caribbean Division.

We live in a dynamic era — and we know it! Almost daily we are confronted with developments which have taken us more or less by surprise. What one day is a thought, is the next week a proposal and the month after a plan and few months later a fact. The Aruba Caribbean Hotel is such a project. We knew Aruba needed a big hotel, we knew it was coming, but now it is here. We must admit that it looks more beautiful than we ever thought. We must admit that it fulfills a need for economic expansion in the Netherlands Antilles, of which we were aware but which on an occasion like this, stands out more clearly and sharply in the perspective of the future.

There is a saying, that a people working on its roads are working at their future. For the Netherlands Antilles and on this occasion for Aruba in particular, I venture to submit that a people building on modern and attractive hotel-accommodations are also working at their future.

I have not the slightest doubt that guests with destination Aruba Caribbean Hotel will come from near and afar by sea and by air.

KLM Royal Dutch Airlines have served the people of the Netherlands Antilles for nearly 25 years and have thereby connected the island of Aruba with the four corners of the earth. We feel proud that KLM Royal Dutch Airlines will contribute its share in the ever-increasing flow of travellers to the delightful beaches of Aruba. I have no doubt that the impact the Aruba Caribbean Hotel will have on the community of Aruba will again astonish us and will go deeper and farther than even at this moment is anticipated.

It is a new and terrific impulse in the expansion of the economic basis of the Antilles.

Good luck! With a good start half the battle is won. We are confident that KLM Royal Dutch Airlines will be instrumental to you in decisively winning the other half.

Era dinamica

Vivimos en una era dinamica — y lo sabemos! Casi diariamente nos encontramos confrontados con desarrollos

„Aruba“ — what does the word mean

As author Hartog states in his book on Aruba, people are still groping in the dark as to the origin of the name of the island. He expounded different possibilities. One of the versions was that it had „apparently“ been derived from the Spanish words „oro“ (gold), which mean, there was gold. In view of the fact that the Aruba soil contains gold indeed, this version is not too farfetched. Others, Hartog said, believe that Aruba is named after the bay in Lake Maracaibo which was reputedly called „Oruba“. It is not impossible that Spaniards who crossed over to these islands formerly and discovered here the same type of Indians as lived along Lake Maracaibo had transplanted the name of Oruba or Uruba. Grammatical derivations also seem to offer possibilities.

Legend has it that in the Caribbean language „ora“ meant a „shell“, and „onba“ meant island. „Thus we get the name of „shell island“. Another grammatical derivation goes back to the language of the Guaraní Indians who used the word „Orinba“ for „companion“. With this name they could have indicated that Aruba is the companion of the island of Curaçao. It will be rather difficult to catch up with the true facts, the more so because the original Indian population has disappeared from Aruba or else is extinct.



Lago's Mingus:
HISTORIC OCCASION

It is with great pleasure that I extend sincere congratulations to all who had a part in bringing to reality the dream of a luxury hotel on Aruba's Palm Beach. This great step forward marks a new stage in Aruba's progress, one we can all take pride in.

This historic occasion is especially gratifying not only to the citizens of Aruba but also to those of us who came here 10 years ago, when the Lago refinery was new. We have seen Aruba develop tremendously in that time, and the new Aruba Caribbean plainly marks a new peak in our progress.

It also marks a new phase in our responsibilities as a community. Visitors from hundreds of distant places will be among us, and their impressions of how they are received by us as a community will do much to determine the success of this hotel and of the increasing tourist business that we are confident will follow it. Good impressions can ensure that thousands of tourists in the near future will go away recommending this as a good place to visit, recommendations that will ensure the coming of more thousands in the continuing future.

We can and must all work together to bring this great new advantage of Aruba's to its fullest realization.

O. Mingus, President,
Lago Oil & Transport Co., Ltd.

Neme (Basi Ruti) espera mas patrocinio en vez de rivalidad del Aruba Caribbean

Forman planes para hotel de cinco pisos

Chas Neme, el Sr. Neme de mas edad, siempre ha sido uno de los comerciantes en Aruba quien posea el dote de mirar muy en adelante y de descubrir oportunidades que aun quedasen escondidas por muchos años para los otros. Si acaso fuesen descubiertas, no lograban conseguir el reconocimiento de objetos serios y comerciales. Por consiguiente, Sr. Neme es ahora el propietario de una de las mas grandes empresas comerciales de la isla, el iniciador del primer hotel extenso en Oranjestad y tambien del primer proyecto en la Palm Beach. Por ser el primero, Sr. Neme logro conseguir un enorme lote de terreno de 20,000 metros cuadrados. Este lote ofrece suficiente espacio para la expansion. Y ya piensa seriamente en la construccion de un hotel de cinco pisos con 200 camas.

Salomon Neme, el padre del Sr. Neme quien llego en Aruba en 1911 y fallecio en 1943, era propietario de un almacen donde se podia comprar todas clases de articulos. Su hijo Chas llego en la isla en 1930 y abrio un almacen en San Nicolas. Al cabo de cuatro años se movio para Oranjestad. En 1937 la de Studebaker y en 1954 la de Ford; con gusto renuncio pues las dos primeras agencias en el mismo año. El Neme Import & Export Co., Ltd. como se designa oficialmente su casa comercial es una empresa floreciente que ademas de la agencia de Ford posee tambien agencias de

Eastman Kodak, Westinghouse, radios Grundig, etc.

Ch. Neme es un comerciante que posee tambien remarcable interes para hoteles. Esto se manifestio en 1941. El 12 de marzo de 1941 una cantidad grande de prominentes comerciantes se reunieron a invitacion de Sr. Neme y M. Viana en el Hotel Caribe en Aruba y fundaron la Asociación Arubana de comerciantes. Las notas de reunion indican que a fines del mismo año el Sr. Neme, senalo durante una reunion de la organizacion la significancia de un hotel bueno y extenso en el vecindario de Oranjestad. De su discurso en esa ocasion citamos dos pasajes que son tipicos de este prominente figura comercial ya que fueron expresados en un tiempo cuando turismo fue aun palabra de cuento de hadas y de ninguna forma vinculado con Aruba. Hasta hoy dia, al cabo de dieciocho años, estas palabras no han perdido su actualidad.

„En el presente no estamos en posicion de dar publicidad a Aruba y inducir turistas y mayores numeros de viajeros para hacer escala en la isla, resultando asi en los beneficios correspondientes para el comercio en general, ya que no podemos ofrecerles propia acomodacion“.

„Sera el hotel una proposicion provechosa? Quisiera poder decir „si“, pero infortunadamente yo creo que tal hotel no podra mantenerse. Por eso, no creo que un solo hombre tuviere

que invertir todo el capital necesario para tal ventura, pero como este hotel es una necesidad en Aruba, es aconsejable que todos los comerciantes viniesen juntos para construirlo, y en caso de perdidas estas deben aguantarse por la comunidad comercial en proporcion a sus tenencias en el hotel“.

En junio de 1942 el periódico „De Pers“ en Nieuw-Sherichten informo que se habia percibido actividad al lado de la carretera de San Nicolas; se construia los fundamentos del hotel. El Strand Hotel como fue bautizado posteriormente fue inaugurado a fines del año siguiente por el entonces Gobernador L. C. Kwartiz. El primer huésped fue Albert Balink, un periodista de la revista norteamericana „Knickerbocker“, la cual publico en seguida una completa edicion dedicada a Aruba y las otras islas de las antillas holandesas.

El Sr. Neme no se negaba, sin embargo. Ya en el año 1946 realizo las posibilidades de la Palm Beach de Aruba. En ese tiempo no fue facil conseguir un lote en la region de las palmas como el terreno estaba totalmente en manos privadas. El Sr. Neme no podia proseguir con sus planes hasta que el terreno pasara a ser propiedad publica. En 1953, sin embargo, una peticion del Sr. Neme para conseguir el terreno en enfiteusis alcanzó el gobierno y mas o menos en el mismo tiempo el gobierno insular le propuso al Sr. Neme tomar las

existentes planes del gobierno para Basi Ruti. Tuve muy favorable viento en popa del lado de la oposicion de esa época la cual arguyó que el gobierno no debiera entablar tal proyecto. En 1954 el ex-Gobernador Kwartiz puso la primera piedra y en febrero de 1957 siguió la inauguración del precursor del turismo en la Palm Beach de Aruba.

No Teme El Aruba Caribbean

El Sr. Neme definitivamente no teme la competicion del gran vecino de Curacao. „Es seguro que las visitas de los clientes regulares disminuirán“, dijo el Sr. Neme, „pero por otra parte aumentarán probablemente las visitas de clientes del vasto hotel quien por beneficio de cambio pasaran una tarde o una noche en Basi Ruti. El Sr. Neme no cree que el Basi Ruti hotel sera afectado adversamente por la nueva competicion. „Es verdad, mas gentes daran preferencia al Aruba Caribbean Hotel, pero al mismo tiempo el hotel atraera un flujo mas intenso de turistas hacia Aruba y no todo turista desea quedar en un gigantesco hotel“. No, el Sr. Neme no teme ser atropellado por el poderoso vecino. En lo contrario, la Aruba Resort Corporation, la propietaria de Basi Ruti, es la en el punto de agregar tres bungalows y diez cuartos al hotel. La construccion comenzara en la ultima parte del verano y debe ser completada en diciembre. En cuanto se refiere a espacio de hotel y de bungalows, Basi Ruti tiene ahora 18 cuartos y 32 camas.

Planes Para Hotel de Cinco Pisos

Muy de conformidad con lo anterior es el hecho que mentalmente el Sr. Neme esta formulando planes ya para dos años de aqui. Espera dos años para ver si efectivamente el turismo tomara el gran vuelo que espera. Si tal es el caso, lanzara un siguiente plan a fines de 1960 o a principios de 1961: la construccion de un hotel de cinco pisos sobre el ter-

reno de Basi Ruti; sera un edificio con los pisos montados como pyramides; saltando hacia atras de abajo arriba. Un bello y sereno estilo, no exageradamente lujoso, pero placentero y cómodo. Entre bastidores se trabaja intensamente en la preparacion de este proyecto el cual costara alrededor de Fls. 2 millon y por cual una inversion en dolares seria muy probablemente necesario. Si la presente tendencia se mantiene, tendremos una lata de 500 a 600 camas en el alto de la temporada turistica de 1962, afirma el Sr. Neme.

Venidos Mas Provechosos

„Ha olvidado una pregunta“, dice el Sr. Neme cuando estabamos a punto de partir. „Olvídalo Ud. preguntar sobre la clase de turista preferimos“. Prosigue a dar una declaracion. El turista de los paises vecinos (aparentemente Venezuela — Red.) es en la generalidad mas provechoso para el comercio que el turista estadounidense. El ultimo grupo limitado de almacen, en donde puede comprar articulos de souvenir, para fume, instrumentos opticos y ligeros. En vista del mercado mas economico en comparacion con el mercado de ese, los turistas de Venezuela demuestran interes para un mayor surtido de mercancías. Compran tejidos, zapatos, souvenirs, articulos para uso domestico y mucho mas. Acuden donde KAN la ABC STORE y LA LINDA. El volumen de mercancías que llevan estos vacacionistas por lo general no puede compararse con lo que compran los turistas americanos. A fin que el comercio en general goce del turismo es esencial que los vecinos del comercio vengan aca. Compran mucho y articulos de mayor variedad, y reparten su tiempo razonablemente entre la playa y la ciudad. Para este grupo de turistas „package tours“ muchas veces resultan muy atractivas, como ya quedo comprobado. La Aruba Resort Corporation esta desarrollando un atractivo plan de familia.



Aruba, 17 July 1959

Mr. C. Wolff,
General-Manager
Aruba Caribbean Hotel,
Palm Beach,
Aruba, N.A.

Dear Mr. Wolff:

Your fine hotel is about to be officially opened. We take this opportunity to congratulate you, your principals and your staff on this occasion.

We are happy that the „Aruba Caribbean Hotel“ is in business now. We know it will be a success, because we are convinced that our little, yet delightful island offers everything tourists can ask for.

They will discover a fine modern hotel, beautiful beaches, a quaint little town, delightful weather and in the stores world famous articles at bargain prices.

We, of Kan, Inc., have tried for over 40 years in Holland and more than 10 years here in Aruba to give our ever increasing number of customers just those world famous articles at just those bargain prices.

We, of course, plan to continue with this successful policy and we hope to grow together with your hotel, together with Aruba. We wish you every bit of success and offer you all possible cooperation.

Yours truly,
KAN, Inc.

See

you

in

„TROCADERO“
Bar Restaurant

TEL. 1193
NASSAUSTRAT 47
ORANJESTAD

Maitre d'hotel Henri Groen says: Arubans can become excellent hotel people

Henri Groen is the white-crested maitre d'Hotel of the Aruba Caribbean Hotel. Some time ago we called at his home to find out whether Juan Maduro from Rooi Afo and Maria Croes from Santa Cruz are serious candidates for success in the hotel business. "The hotel is well-suited for the population of Aruba", we have heard people say along. But is the population also well-suited for the hotel? That is a different thing. Reports have penetrated from other areas that the local people never seem to make good in the hotel business. Consequently, we wanted to hear from Henri Groen who for the last six weeks has been training personnel for the restaurant and coffee-shop. If there is someone on the island who may know, he is Mr. Groen. Fortunately, Mr. Groen is not a man who keeps his views for himself. "I am highly pleased with them: they are very adequate these young Aruban men and women."

He is a Breda-born (The Netherlands) American who, as we understand, prefers to say in the U.S. that his father had stood in Amsterdam. "Cause Breda, well, never mind, Amsterdam sounds better, and after all that was the side of the liquor plant 'de Drie Flesjes' of Father Groen. And that is a hit story, after all, and everybody can boast of liquor manufacturers in the family: people in that mysterious trade which recall simas of old, aromatic barrels, chilly cellars and sorcerers with aprons and red nose-tips, who dance wildly at midnight around a huge kettle of boiling Aruba Cane!"

We took him away from behind a luminous stack of correction work. His hotel class had just made a test that day. Not that he minded at all or being disturbed in his work: therefore he is too well a host. What else could you expect from a hotelman? And he is too much a lover of company of other people. Could you expect different from a Southerner?

"What this class of mine has mastered in six weeks took me four years at the time," remarked the top man from Aruba Caribbean who has had to learn the trade from the bottom up. Cleaning vegetables and chicken was the first job he was assigned. Day after day with tears dropping from the onion sauce and beating away at the egg-white. He did not have the benefit of an accelerated U.S. course with an instructor who cared to make him tick.

A marvel at languages In addition to Dutch and English, Henri Groen speaks French fluently. To those who know more about him this is not such a great marvel. When Henri Groen was scarcely two years old and had little say, father Groen said goodbye to The Netherlands and settled in Paris. Henri grew up here and during World War I he served in the French armed forces. When the peace treaty was signed and Henri checked the notion that everything was over, a letter came from The Hague

and not long afterwards Henri was marching with some annoyance across the Dutch landscape, well-tucked in Her Majesty's service uniform. He had been drafted to serve his term. Even that was not the worst. During World War II the U.S. Intelligence Service summoned him, because through his profession he had acquired such a knowledge of people with the result that from 1941 to 1945 he had to serve as language examiner in service of the President of the United States of America. In his lifetime Mr. Groen has had every chance — in military service alone — to learn three languages fluently.

He has seen many hotels in the course of years, and also a good deal of the world. One of his first hotels was the "American" on the Leidscheplein in Amsterdam. "There I learned to work in the kitchen," said Henri Groen, who at very young age had taken the bold step of emigrating to the New World. There he has worked since both in the former and in the present Waldorf Astoria in New York. Most of the time, however, he spent in Florida. In all, he has worked some fifteen years at Miami Beach. "Saxony" was his last hotel and here it was, that Mr. Morris de Woskin discovered some years ago that he was actually a Dutchman which resulted a while later in the invitation to work in the Aruba Caribbean. If one knows that at that time the Bohama had not yet dreamt of a hotel foundation, we can only conclude that the president of Condado Caribbean Hotel Inc. was out scouting very early.

When Henri Groen winces his eyes a little he becomes serious, and that he did when we asked him why he had actually decided to come to this island which is relatively unknown in Florida. The decision to leave "Saxony" and to come this way was taken for several reasons. "Because this is a Dutch island and I will be amidst 'my own people' again." Moreover, the idea of lending his share in the upbuilding of the island by accepting a job in this hotel which promises to bring about a turn in the economic structure of the island and by training the Arubans for the various hotel positions. "I did not object, for I have also worked in the Riviera Hotel at Port-au-Prince, Haiti, and I know a little bit about the mentality of the islanders." A third significant motive was that after working all those years in American hotels — which have grown into conveyor-belt industries — he was hunkering to work in a hotel where every guest is a special customer who ought to have a special treatment for his dollars.

Unshocked optimism Henri Groen takes pleasure in training young men and women from Aruba for hotel jobs. The confidence which he has had since the first day in his pupils is still unshocked. At the start I heard nothing but skeptical remarks from businessmen here. "You won't succeed with these people," I was told. Every time Mr. Groen must have answered: "Shall we take a bet that

I will?" No one accepted the bet. It's a pity for Henri. He could have been a rich man in a question of months. For now already he considers the test to be successful. For service personnel in the restaurant, nightclub and coffee-shop 101 candidates applied, of which 78 appeared promptly the first time they were called up. In the course of the first few days the number of applicants increased to 120 and the number who had made the test on the day of our visit was 83. An astonishing enthusiasm. Mr. Groen gave morning and evening classes with theory and practice interchangeably. Average class attendance was 95 p.c. So far as he had seen the test papers that night they were excellent generally. "Those who do not make this grade in this test are not yet lost. They can be located elsewhere in the hotel. We shall certainly see to that." The instruction which all division heads in the hotel have received is: "employ as many Arubans as possible." Henri Groen and his wife believe that is very logical. That's the purpose of the hotel, isn't it? When we are in Rome we act Roman. "Isn't this their country?"

He is a little psychologist that graying maitre d'hotel who likes to talk about his artistic wife. He knew the displeasure which some people have for serving job in a restaurant or elsewhere. His first lesson was consequently dedicated to "serving". He told his host of recruits that "serving" is not an inferior thing, that the girl in the store also serves, as well as the man behind the booth in a bank, as well as the baker and the businessman. Every day he had some of these small pointers for his students, and with every passing day the intimacy grew between the pupils, Arubans, men and women, young and old, light and dark-skinned, and the man who some forty years ago was an apprentice himself peeling onions in the kitchen. In the evening he comes home tired, but full of enthusiasm about his class. Proudly Mr. Groen pulled a newspaper clipping from his briefcase: "Have you seen this. Here it is. How well they have performed at the wedding of Mr. Israel in Strand Hotel. Nothing broken! And then they had been in training for only four weeks!"

Henri Groen, Maitre d'Hotel of the Aruba Caribbean Hotel is proud of his personnel. "I am convinced that the local forces will do well. Of course, we cannot perform miracles and something may go wrong, but they have all qualities necessary to become good hotel people. They are courteous, have an inborn aptitude for good manners and moreover they are honest: during the entire training I lost only one silver spoon and that could have very well gone astray in another manner."

Yes, Mr. Groen is very optimistic, and it seems that he is rightly so, for when the hotel opened its doors for one day on June 26 for a few hundreds of tourists from the "Ocean Monarch" everything went off excellently again. The waitresses shuffled through the crowded dining-room with the ease and skill of people who have had years of experience.

And that thanks to the six-week accelerated training course of the white-crested Maitre d'Hotel who is contributing largely to the success of Aruba's first tourist hotel.

Porque es Aruba tan saludable isla de recreo?

El clima de Aruba es muy halagador. El sol tropical provee una temperatura durante todo el año que no es ni muy calida ni muy fria. Los vientos alisios traen la brisa marina que no es mas que bastante fresca para disminuir el calor. Rara vez es humido el aire, nunca es tal que produce el sentimiento de invernadero como en las regiones tropicas del continente. Ya que las temporadas lluviosas son generalmente breves, la tendencia de putrefaccion y rapido descaecimiento, especifico en los tropicos, no es presente en Aruba. Es dificil determinar si esto es motivo del sentido de limpieza de la poblacion, pero la combinacion da a Aruba el aspecto de ser muy limpia.

Pero, que nos es unicamente un aspecto, puede ilustrarse mejor por la incidencia de enfermedades contagiosas. De las conocidas enfermedades tropicas como la plaga, el colera, la fiebre amarilla, las viruelas, el tifo, la enfermedad de Hansen, la malaria y los tuberculos de erupcion cutanea, no se encuentra ninguna en Aruba. El tifoeo, paratifo y disenteria amebica de presentan muy raras veces y queda pues la disenteria bacilar como la unica enfermedad tropical mas frecuente. Sin embargo, si se toma las medidas normales de precaucion en tratar con los alimentos, existe solamente una menuda oportunidad de afectarse por una de las enfermedades diarreicas. Una de las razones sin duda es el agua extremadamente pura que fluye por el sistema acuatico comprendiendo todas las habitaciones de la isla. Agua pura natural es muy escasa, tan es asi que no se usa en el sistema de distribucion. Por eso, se destila agua de mar, la cual no contiene bacterias, contrario de casi todos paises e islas tropicos, no hay peligro en absoluto en tomar agua directamente del grifo en Aruba. Contaminacion del agua, a no ser deliberada, es imposible. Para mayor aseguracion el agua es enspeada periodicamente por el laboratorio medico de gobierno a fin de determinar su contenido de bacterias. La prueba se hace regularmente con todas bebidas embotelladas, helados u otros articulos, hechos en la isla o importados. Si uno de aquellos productos revelen indicios de tratamiento impropio, la ven-

ta de este producto se suspende hasta que la causa ha sido descubierta y eliminada.

Para proteger el publico en cuanto sea posible contra tales enfermedades, todos aquellos que trabajan con alimentos son examinados regularmente para determinar si tienen enfermedad contagiosa, en particular una de las enfermedades diarreicas o el tuberculos (que es muy raro). Cuando se descubre una persona que tiene tal enfermedad se le prohíbe trabajar con alimentos hasta la completa terminacion del tratamiento. Este tratamiento es gratuito para prevenir que los costos constituyan impedimento. Por su magnifico clima, su absolutamente sano abastecimiento de agua y sus leyes de higiene, Aruba es una de las islas mas agradables y saludables en el mundo para pasar unas vacaciones.

Dr. O. A. BIL
Director del Departamento de
Higiene Publico en Aruba.

HOTEL STRAND

SINCE 1943

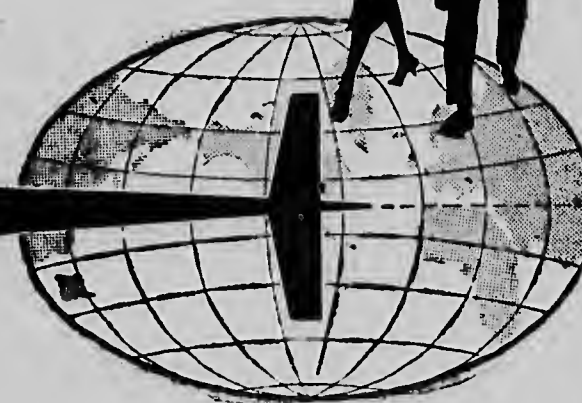
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Look at that Rijsttafel...

RICETABLE: There is no food like it

One of the most typical restaurants in the Caribbean is the floating restaurant Bali in the harbour of Oranjestad. It exists only a couple of years, but has already won international fame. Not so long ago a crew of N.B.C. from New York, after having heard that "Bali" was honoured by the Caribbean Tourist Association (C.T.A.) as the best restaurant in the Caribbean, came to Aruba and made a newsworthy of this small place.

"Bali" is located in a former Dutch houseboat. It is completely redecorated and a Indonesian atmosphere has been created by owner William Srijland, himself an expert with the Indonesian kitchen after having spent most of his life in that archipelago. He is a known expert of the Rijsttafel (Rice-table), a typical dish, which became very popular, very fast.

The name is derived from the one and only authentic name in any language ever coined for it, namely from the Dutch word: RIJSTTAPEL. No native Indonesian language has an equivalent for this name in its vocabulary. Literally translated, this word means: "Rice-table".

In its complexity it is not an original native food, though in a more basic sense it is. Rice is the body, all the other dishes go with it in ever varying tastes and unlimited combinations. In the rice-table is vested a treasure of culinary experience, ingenuity and refined tastes, blended during the centuries of close relationship between native and Dutch housewives.

Over three centuries hundreds of recipes evolved around a multitude of native vegetables, fruit, herbs, spices, roots, flowers, etc. originating from the immensely variegated flora of the fabulous Islands of Spice. There is no way to define exactly how much, in proportion, of each and any ingredient should be used in a specific dish.

Yet, the standard recipes list all the ingredients needed to make, and, naturally, also how to prepare them. Still, there is a whole of a difference in taste in the same dish prepared by an experienced Rice-table cook and an amateur, though both use the same ingredients. The expert, in preparing the finished product, distinguishes exactly what should be added, the amateur doesn't know how the taste ought to be. Many dishes have a dozen ingredients or more, most of these having a very exotic taste to the tongue of the white man.

Though more than 1100 varieties of rice have been grown in experimental agricultural stations in Java, any kind of polished white rice is perfectly all-right as long as it is either steamed or cooked in such a manner that the kernels do not clatter together in sticky clots. They must be rigid and must show individually. Rice must be served hot.

The things going with Rice-table can be classified in 8 characteristic groups. Those are:

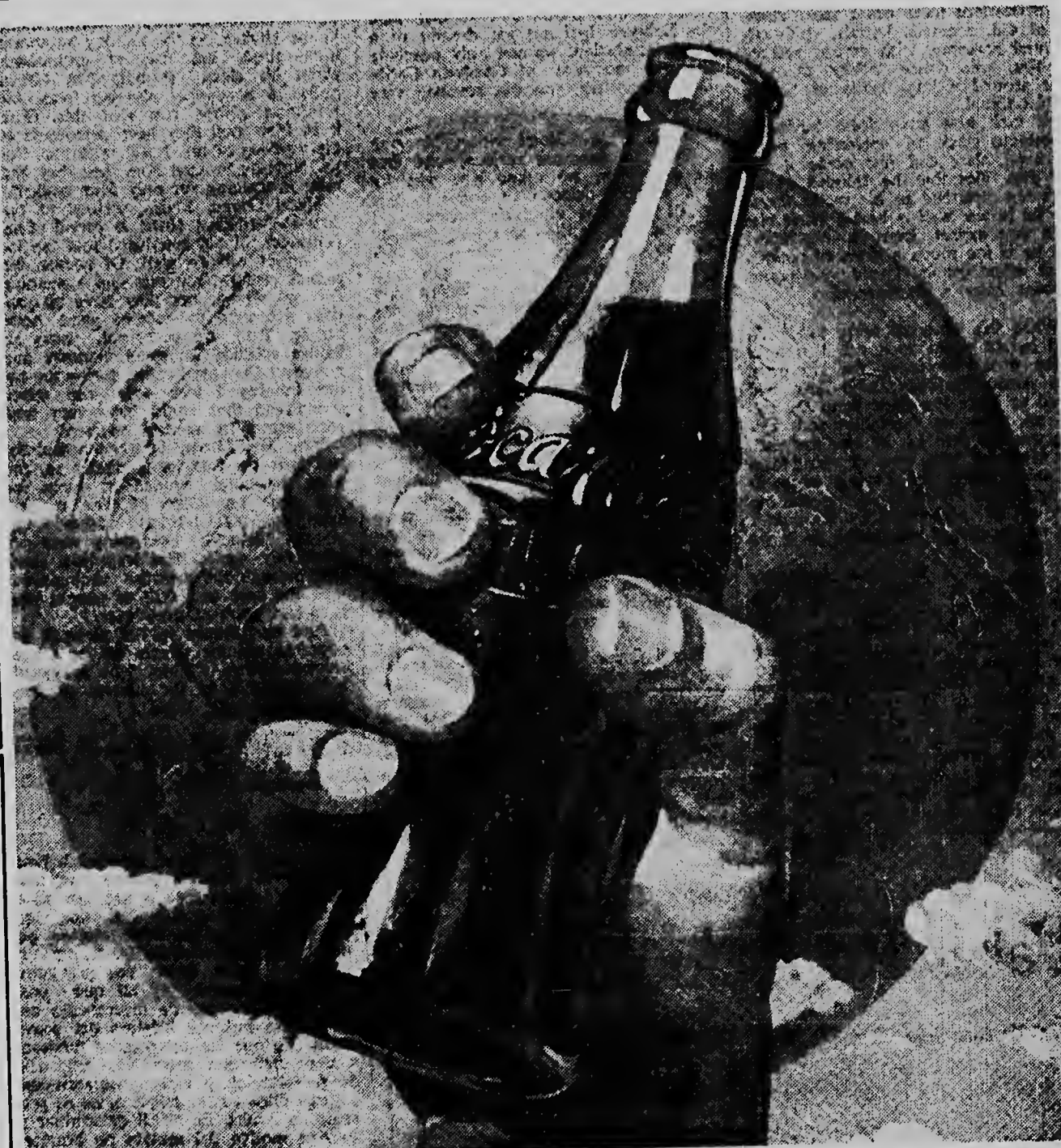
1. **Sajur**. Something in between soup and stew. Though there are scores of sajur recipes, it is not customary to serve more than one sajur at a Rice-table. The sajur must never be ladled out over the rice, it must be served in a mug. The reason is that the sajur would permeate and wet the rice and in so doing destroy the basic principle of Rice-table: i.e. that every bite produces a new combination of aromas to the palate.
2. **Sambelan**. Fundamentally a sambelan is a stewed or broiled concoction of vegetables, meats, fish, and spices in many combinations, but always with VEGETABLE oil. There are a few hundred recipes and a rice-table may have from a few to a score of sambelans.
3. **Garing (Crisp things)**. Fried and dry. Such as: Krupuk (puffed shrimp nash), abon-abon (shredded chicken meat, seasoned with tamarind; fried), serundeng, empal, ikan kijing (fried salted fish), etc.
4. **Sambals**. There are only a half dozen recipes. The basic ingredient is red pepper, mashed with onions, lemon, or other aromatics. The difference with a sambelan (2) is that a sambal is always served 100 p.c. raw.
5. **LALABS**. Vegetables boiled half, so they are not entirely soft. The only additive is salt. Served cold. Eat with or without Chinese sauce (Ketjap).
6. **Raw appetizers**. Such as sliced green mango, cucumbers, onion shoots, sauté fruit, watercress.
7. **Ambes**. Ready made pickles.

To conclude this introduction to the classic Rice-table we should like to point out that a good Rice-table must at least show a balance between dishes pertaining to presumably 5 or more of the above categories. An elaborate Rice-table taking a few days to make and two hours to eat carries about 40 dishes representing things from all the above stated groups.

Tourists visiting Aruba in 1959 Number of nightstops

Nationality	Number	A-Hotel	B-Hotel	C-Hotel
U.S.A.	1,769	457	2,152	64
Venezuela	1,068	455	875	405
Colombia	480	1	70	2,206
United Kingdom	92	67	179	276
Br. Commonwealth	453	9	171	232
Other American Ctrs.	686	71	385	1,057
Other countries	718	140	838	347
	5,266	1,200	4,670	4,587

A-Hotel is Basi-Ruti, the resort place on Palm Beach.
B-Hotels are Strand Hotel and Scala.
C-Hotels are commercial boarding rooms.
During of stay on the average was 13.7 days. Nightstops in A-Hotels only over last six months of 1958.
Basi-Ruti, Strand Hotel and Scala have 98 beds available.



Symbol of Friendship

Basi-Ruti Hotel Club



ARUBA'S FINEST TOURIST RESORT

"The Epitome of Hospitality"

An exclusive Cottage Colony at the best spot of the
ARUBA PALM BEACH CLUB.



In 1958 Aruba was visited by 10,172 cruise passengers. Grace Line was leading with 9,413 passengers. Furness Line brought 546, the "Southern Cross" from the P & O-Line 89, Alcoa 24 passengers.

"Ocean Monarch" of Furness Line and "Statendam" of Holland-America Line are calling. Expected this year are also the "Kingsdom" of the Swedish-America Line and "Empress of Britain" of Canadian Pacific. Slowly but surely more and more cruisers are coming to Aruba.

SIMPLE SOUVENIRS

"One of the most popular, and inexpensive, souvenirs visitors take home from the lonely Caribbean island of Aruba is the square five-cent piece minted by the Netherlands Antilles government".

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means progress of Aruba.

The
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can proudly state, that with their complete modern banking facilities they can be of further assistance to develop your business connections with this island.

Please do not hesitate to contact us

Miami Beach had less to offer

are very proud to be public representatives for the island of

an organization Aruba presents challenge and an opportunity

challenge is to spread the name of Aruba far and wide, to let the people know that it is a charming place, friendly, hospitable residents and beaches and other natural attractions surpassed in the Caribbean.

opportunity is to see our labor hard, to see the island grow and

prosper even more than it has in the past three decades.

Of course, publicity alone cannot achieve these goals. They require the untiring efforts, hard work, and faith of many individuals and organizations. But we will do our utmost to contribute all we can to Aruba's future.

Our task has been made easier, because we sincerely believe in Aruba and its future.

Our way has been further smoothed by the complete and intelligent cooperation

tion we have received from the Government and from the Aruba Tourist Bureau, for without the capable support of these agencies, our efforts would go for naught.

A little over 40 years ago, Miami Beach, which our firm also represents had much less to offer than Aruba does today. At that time the area that was to become one of the world's great resort cities was nothing more than several small islands, mostly mangrove swamps. Many considered Miami Beach "too remote" ever to amount to much as a resort.

It had natural advantages, of course — the ocean and the sunshine. But so did other islands off the coast of Florida.

The catalytic agents were the people of vision and determination who saw not mangrove swamps but instead broad boulevards, fine hotels and shops, and beautiful homes. Many times they encountered difficulties and setbacks, and many times people said, "Miami Beach is through." But they and others who followed them persisted and the area flourished.

People on Aruba have asked members of our firm, "Do you think Aruba can become another Miami Beach?"

No one can give an unqualified answer to such a question. No one knows what coming years will bring. We feel that Aruba has a potential more diversified than Miami Beach's. The government is wisely seeking a balance between industry and tourism, and that should provide a stabilizing influence on the island's economy. Miami Beach has no such balance, and therefore is subject to the fluctuations of tourism. So while we believe Aruba has an excellent potential — and, with hard work, a bright future — we also believe the island will develop along a different path from Miami Beach.

We can say that we will do our utmost to create an even deeper interest in Aruba. In a little more than a year, we have placed literally hundreds and hundreds of stories about Aruba in newspapers and magazines in North and South America. Most of these were written with the potential tourist in mind, but we have not forgotten the potential investor, for whom the island offers considerable economic advantages. We are arranging for many writers to visit Aruba in coming months so that they may gather information they will pass on to their readers.

But the real job lies with the people of Aruba. They have demonstrated that they have faith and determination and vision in their island's future with the magnificent new Aruba Caribbean Hotel.

These are the qualities that are necessary for success. May the always be there.

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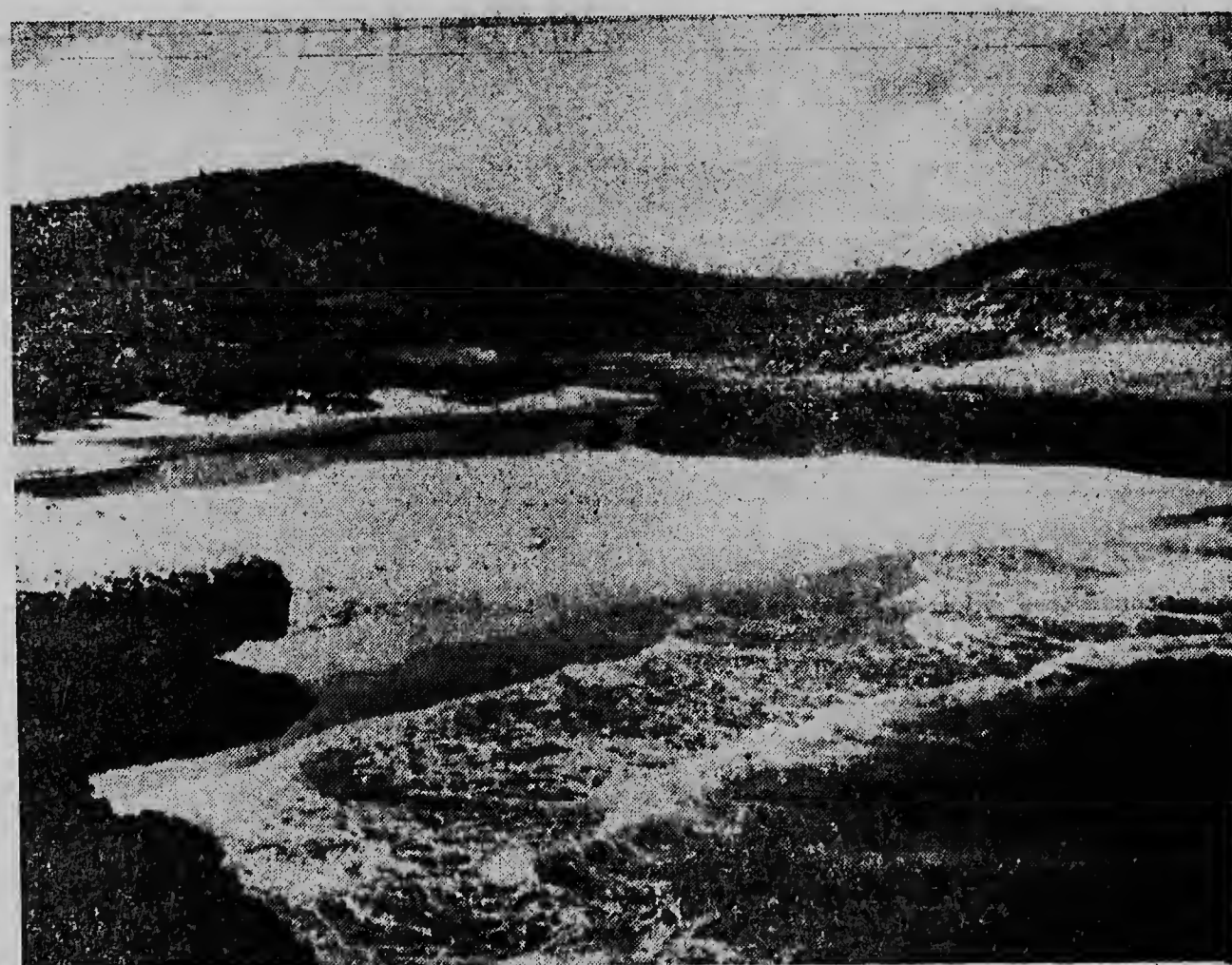
will soon be opened the finest and most modern Giftshop in the whole Caribbean.

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The guest will find in this Giftshop the latest collection of fine Gifts from all parts of the World.

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See your Travel Agent or write for free literature:

ARUBA TOURIST BUREAU - ORANJESTAD - ARUBA N.W.I.

Aruba's economic development marches on!

Already the site of the world's largest oil refinery, The Lago Oil & Transport Co., a subsidiary of Standard Oil of New Jersey, Aruba is driving to broaden the island's economic base by concentrating on two divergent fronts — industry and tourism.

Though numerous other governments in the Caribbean are offering similar encouragement to new capital, Aruba has additional advantages which the government believes tips the scales in its favor. The local fiscal climate is attractive even after the "honeymoon" tax years are over for new investment.

A stable and efficient Netherlands Antilles government, in the Dutch tradition, encourages all business by avoiding intricate local government regulation.

The world's largest sea water distillation plant, part of ambitious public works program, is providing an ample water and power supply for industrial purposes.

Foreign exchange is plentiful, permitting easy importation of materials.

Aruba's geographic location gives the island a natural advantage for serving both the Caribbean and Latin America. Added to this are its facilities for handling commerce. Its two deep water harbors, San Nicolas and Oranjestad, are as modern as any in the Caribbean. Ships flying the flags of practically every nation call at the ports.

Princess Beatrix Airport, recently enlarged and modernized, is served by KLM Royal Dutch Airlines.

Although the island is only 17 miles long and six miles across at its widest point, it has over 100 miles of paved roads and 90 miles of well-maintained gravel roads outside the towns.

The labor potential of the island is excellent, even though there is virtually no unemployment here. Of the present 60,000 population, less than half were born on Aruba, a clear indication of the government's liberal approach toward immigration. The work force is skilled and intelligent, many of them Europeans who left their homelands after the war. Even now the people who live on this minuscule island enjoy one of the highest living standards in the world — not far from that of the U.S.

Firms established in the "free zone" benefit from a reduction of profit and income taxes to one third of normal for a period of 25 years. Investment companies which have their registered office in the Netherlands Antilles (even if it is in the office of a notary), are granted a tax reduction, which results in an effective tax rate of only 2.4 to 3 per cent.

These advantages make the economic climate as balmy as the meteorological climate of Aruba.

Added to them, though, is a tax agreement between the U.S. and the Netherlands Antilles that went into effect two years ago. That treaty affords Antillean investment companies substantial tax savings on earnings from U.S. holdings by eliminating or minimizing double taxation.

The treaty with the Netherlands Antilles was the first extension of such an agreement by the U.S. to Latin America. Result has been that many residents of Latin America may now avail themselves of lower U.S. income tax rates on dividends and other investment income received from U.S. securities through the organization of Aruban companies.

Over and above the hard financial facts, the government is certain that the charm of Aruba — and Arubans — is bound to work its magic on investors.

For more information contact the Department of Economic Affairs, Zoutmanstraat no. 1, Oranjestad, Aruba, N.W.I.

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The Beautiful, New

ARUBA CARIBBEAN HOTEL-CASINO

operated by the Condado Caribbean Hotels, Inc.

Officially Opening On Saturday, July 18, 1959



We welcome the opportunity to have you visit our luxurious, eight-story, air-conditioned hotel, and stay in our modern and handsome studio-guest rooms.

The ARUBA CARIBBEAN HOTEL-CASINO provides 140 units, all with a panoramic view of the sea.

Enjoy swimming in the unique raised pool, beside the cabana club, and the ARUBA CARIBBEAN'S own private 1500-foot white sandy beach. All resort activities are on the premises, including tennis, fishing, skin-diving, sail boats provided by the hotel. A delightful sport deck and sun terrace is between the shore and the hotel.

Delectable cuisine is served in gracious style in our charming main floor restaurant. The elegant Klompen Klub nightclub offers the finest in entertainment and food. The gaming casino in the European manner is also provided for your pleasure. Shop in our Freeport arcade, offering luxuries from all over the world.

K.L.L.

The new ARUBA CARIBBEAN HOTEL-CASINO incorporates all the best features of the world's finest resort hotels with the friendliness and atmosphere of our own special island. From the moment you enter our spacious grounds, you will receive the finest service.... and we promise you a memorable experience.

Cordially,

CARL WOLFF
General Manager

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as the BEST RESTAURANT in the CARIBBEAN.

Felicitaciones Aruba!

Estamos en la víspera de la inauguración del Aruba Caribbean Hotel y por este camino felicitamos al diligente gobierno y la población de Aruba, expresando la confianza de que por una parte el manejo del hotel fuere tal y que por otra parte la población logre encaminarse lo suficientemente en la atmósfera turística a fin de que otros interesados de buena fama conseguirán en ello un estímulo para seguir explotando el incomparable Palm Beach de Aruba, lo cual es el objeto que persigue el gobierno insular.

El primer paso hacia la explotación del Palm Beach mediante la construcción de un hotel fue dado apenas concluida la Segunda Guerra Mundial, cuando formábamos planes al efecto en el seno de la entonces „Comisión Arubana de Turismo“ bajo la sublime dirección del banquero J. E. Yrausquin. En ese tiempo (1946) ya existía un „plan holandés“ que infortunadamente se frustró entre los problemas de divisas que atormentaban a los Países Bajos en los años de la postguerra. Ahora que son más favorables las condiciones no parece absurda la idea del mercado libre de Holanda invirtiendo sobre las playas de Aruba. Por lo contrario, el capital se queda en „casa propia“.

A veces meditaciones sobre el pasado causan pena. En estos instantes mis pensamientos se dirigen a dos asuntos — entablados en el pasado y ahora cabalmente realizados — de que me alegro de sobremedera en conjunción con Aruba. Primero: el hotel turístico mencionado arriba; segundo: el magnífico teatro que se inauguró a fines del año pasado. A la realización del último pusimos el fundamento en 1933 mediante la Alianza General Holandesa, Aruba, y eran los hombres de 1938 — Hese/ANV — Beuion/CC — Clavel blanco — Van Drinmielen teatro-agua — Petrona/diputado-pionero — que posibilitaron la erección del teatro, en el cual se haya acomodación completa para teatro y película, órgano liviano, etc., en breve, un edificio en el cual los gestos culturales del extenso mundo, así también como los locales y regionales, podrán manifestarse.

Si en esa hay gentes del periodo 1932-1952 que al leer lo anterior dirían que estoy pintando algo de un retrato propio en el relato, les quisiera contestar: es verdad. Pero, realicé también que lo contemporáneo nació del simple pasado. Y pues: todo se halla su principio en el pasado.

Hay aún otro motivo por que me alegro juntamente con Aruba, el cual no deseo ocultar, por que es históricamente correcto y al caso en este asunto. Fue en abril de 1934 cuando se apareció en la revista „West Indische Gids“ una modesta contribución mía, titulada „Un imagen de Aruba en Cifras“. El contenido cayó en muy buena gracia en Aruba y el semanario local de ese tiempo reprodujo el artículo en su totalidad. Apesar de que las cifras citadas hablaban idioma claro, al concluir puse esta tesis futurística en palabras que reflejan lo siguiente: que no es muy distante la época en la cual Aruba rivalizará con Curacao“. En su generalidad no se ocurrió esto.

Sin embargo, está ocurriendo ahora por virtud de: primero la construcción del magnífico y moderno teatro, y segundo la inauguración del muy al día Aruba Caribbean Hotel.

Casi no podrá ser otro sino también el bien pensante capitalino se alegrará con todo corazón del progreso de los arubanos.

!Felicitaciones, Aruba!

H. A. Hessling,
ex-gobernador interino de Aruba



Cuán delicioso es pasearse por la tarde a lo largo de las playas de Aruba!

(Photo Aruba Tourist Office)

To take a late afternoon hike along Aruba's beaches is a delightful experience.

(Obsequio Oficina Arubana de Turismo)

Congratulations!



On the opening of the newest and finest hotel in the Caribbean

J. M. Kelboom, Elec. Contractor
Seeburg Background Music System
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ARUBA'S LEADING BUILDING CONTRACTORS AND ARCHITECTS

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WALL TILES and

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ARUBA CARIBBEAN HOTEL



En Aruba desenterran de vez en cuando urras de indios, que dan testimonio de una vieja cultura.

Relaciones Culturales en el Caribe

En todas partes cuando los hombres hablan del tópico de "cultura" tempranamente lo harán de una manera cautelosa. Eso es porque todo concepto de cultura lleva su carga de emoción. Al otro lado, cualquier tópico que procure descender el antillano temerario, tarde será tratado en una forma emocionante. Tal es nuestra naturaleza, y enagallamos de ella, aún que enagallamos de ella, aún que enagallamos de ella.

Si el color de la antillana habla de cultura, hay doble peligro que tratará con emoción su tópico, y nada será más fácil empezar una canchales, una may grande por supuesto, con respecto a una tema tan elevada como la "cultura", es generalmente considerada. Se no juzgamos el tratar de cultura.

Pero cómo podemos hablar de relaciones culturales sin saber qué damos a entender con el adverbio "cultural"? es decir, un "cultural" es un "cultural" sinónimo entre sí de lo que en verdad significa para nosotros la antillana "cultura"? Sin embargo, estoy inclinado a evitar toda definición, tan en particular porque tengo una exposición abierta de mi ignorancia.

Fortunadamente, hay unas matemáticas elementales para sacarnos de la afilada. A veces es bien posible definir una "cultura". Las relaciones entre las magnitudes inmensurables, por ejemplo, entre los superficies de dos círculos, a pesar de que no podamos expresar sus superficies con exactitud en pies o metros. Si hay cosa tal como "cultura" en nuestros diversos países — y supongo que hay — es preciso que podamos descubrir una relación, o sea, un denominador común de todas las culturas del Caribe y donde no encontramos una comparabilidad en primera instancia, podremos tratar de analizar estas culturas con fines de determinar sus factores comunes para expresar la relación óptima, reduciéndolos al mismo denominador. Por favor, admita que por la noche, trato de proseguir intencionalmente!

Sin duda hay un denominador común de todas las culturas de las islas del Caribe y las Antillas, a pesar de que como grupo geográfico, empleamos cuatro diferentes idiomas y varios vernáculos, que muchas veces una gran parte de la población comprende mejor que el propio idioma oficial. Y idioma, sin duda, es un "significante" parte de la cualquiera cultura, y además, una parte muy complicada. Pues, es obvio que en la constitución de nuestras relaciones culturales, barreras de lenguaje se presentarán como serios obstáculos. Mas avanzando el relato, tendremos que considerar como estos obstáculos han de ser superados.

Toda cultura es arraigada en la historia, es fundada sobre un complejo de tradiciones. No espero que ninguno disputará esta tesis. Y si damos por sentada esta determinación histórica de cultura, nuestra composición étnica, las aserturas y procedimientos mediante los cuales nuestros pueblos se amalgamaron, como fueron emancipados, como se desarrollaron y están luchando para expresar sus propias personalidades, o sea, están tratando de obtener la suprema expresión de personalidad colectiva, la conversión en nación — si de más, ignoramos algunas cosas acerca de ellas y concentramos sobre los aspectos históricos de nuestras comunidades y sociedades, quedamos asombrados de su similitud.

Tratamos, e, nosotros los antillanos, tenemos todos los mismos raíces, la misma clase de historia, establecimientos, conquistas, guerras y de países de Europa Occidental que exterminaron los indios, así completamente y los reemplazaron con numerosos esclavos de África Occidental.

Después de todos estos grupos, y todos sus híbridos, que trataban de construir una cultura de sí misma, una cultura antillana — por el proceso de selección, integración, multiplicación y división de todos los restos escasa de alguna cultura en la cual ellos o sus predecesores habían tenido parte en su país original. Toda cultura, en cuanto a la forma, tiene muchos principios en común, pero no tenemos causa para ser tímidos, avergonzados.

Varios de nuestros países han contribuido también una contribución substancial de Asia. En particular los chinos, japoneses, y aquí en Surinam, los javaneses, han enriquecido y alentado nuestra, patrones de cultura. Otros países en esta región han conocido considerable influjo de gentes del Cercano Oriente, tal como los libaneses que vinieron y quedaron para volverse en parte esencial de nuestra comunidad.

Todos estos grupos se adaptaron a una situación nueva. Aprendían el uno del otro. Tienen que olvidar completamente sus viejas culturas, y en la realidad, en la medida de lo posible, se han olvidado.

otras. Este proceso de aculturación se ha producido en el Caribe, y por todas partes ofrece el mismo aspecto, encuentro los mismos contrastes y dan los mismos problemas y beneficios.

Respecto a las expresiones, más en esta tema, tampoco en nuestros emparentados de baile y música, o en nuestras artes de mar, que exhiben tantos rasgos comunes que son una evidencia de una expresión de la emoción artística de las antillas, uno se queda asombrado de similitud en las expresiones de la misma clase en su propio país en el Caribe. Hay innumerables ejemplos para comprobar esto, pero tengo que ser breve y corto.

Quisiera resumir con una sola frase simple el tema histórico que tenemos en común: considere nuestros árboles de pal y palmeras de coco, aquellas partes importantes de nuestro ambiente, rigieron introducidos de Oceanía a Australia y hallaban su sitio natural entre las plantas y árboles originales de nuestros países sudamericanos. En los países del verdadero nativo, el amerindio, venían a vivir los blancos europeos y los negros africanos, igual como las hembra y machos de algunas partes de Asia. Todos muy diferentes contribuyentes a nuestro ambiente. La región del Caribe es pues representativa de todos los continentes del mundo. Ese ha sido nuestro destino, y esta es nuestra principal característica. Logramos así un famoso contenedor de desperdicio, por un utilidad promovido a un caliz, a un "santo grial" de proporciones extraordinarias. Puede ponerlo como le conviene.

Construyendo Relaciones Culturales en el Caribe

Nuestras relaciones internas en el Caribe, sin embargo, no pueden posiblemente ser más complicadas que las externas — las relaciones con los otros cinco continentes. Lo que ha sido logrado en las antillas no podría haber sido más grande, tarea que la que nos espera y la cual estamos discutiendo ahora: la tarea de fomentar una relación que ya existe virtualmente, pero aún no se ha desarrollado lo suficientemente. Todos somos relativos, pero aún inconscientes de nuestras propias relaciones, porque nuestras culturas nacieron y crecieron sin propia registración; nuestros errantes padres culturales nos abandonaban antes que pudieramos reconocerlos bien.

Será muy atrevido en pretender que la constitución de relaciones culturales entre los países del Caribe puede significar únicamente la constitución de relaciones entre su propia familia esparcida a gran distancia — pero aún una familia de relativos íntimos. Cualquiera promoción de tal relación tiene que ser iniciada concentrando nuestra atención sobre la unidad de nuestra cultura común, o sea, sobre nuestros costumbres, objetivos e ideal, destino y fortaleza, pasión y esperanza, arte y literatura, inventiva o sentimentalidad; si, sobre todo lo que hace más cómoda y colorida la vida, en breve, lo que nos hace antillanos? Si fuese muy atrevido apuntar hacia la activación de esta clase de relación, porque habrá discusión entre nosotros?

Todos creemos que algo habrá de realizarse, que es bueno mantener relaciones culturales, que éstas pueden ser extremadamente fáciles. La pregunta es: cómo pueden ser constituidas? Como podemos operar un sistema de creciente conocimiento y aprecio del uno al otro? Como podemos empezar a influenciar y ayudar el uno al otro para tener los niveles más elevados de cultura hacia los cuales hemos fijado nuestra vista y los cuales tratamos de alcanzar como muy antillano y al mismo tiempo al par de la mejor en otras culturas?

Es verdad, aunque no achemos olvidar que la literatura y las artes son los principales vehículos para diseminar una noción esencial de todo lo que vive en los corazones de nuestros pueblos y consiguen expresión en lo que dicen y hacen. El arte y la literatura son las más puras y elevadas formas de actividad cultural, pues sería injusto privilegiar con un intercambio de lo mejor que cada cual tiene a su disposición. Si bien organizado, el intercambio no debería ser muy costoso en un sentido físico, puede tener rédito monetario de inmediato y a largo término podrá fácilmente pagar por sí misma. Necesitamos solamente ver la región en su totalidad, y tenemos que seguir pensando y planeando para la totalidad, y no para unas fracciones prosperas solamente. En nuestras relaciones, no debemos olvidar los relativos más pobres.

Porque nada se efectúa todavía? Hasta ahora he tratado de argüir algunas líneas positivas, y he evitado deliberadamente de levantar dudas tormente. Si la idea de un "Caribe Cultural" no puede ser llevada a cabo, no podrá ser llevada a cabo.

en silencio. Como de necesidad se presentarán de nuevo tarde o temprano, es mejor reconocerlos al instante. A mi parecer culminan en la pregunta única: Por qué hasta ahora apenas hubo cuestión de relaciones culturales entre los relativos del Caribe? Por qué no hicimos de menos las relaciones? Si comencemos las causas, sabremos al mismo tiempo algo del remedio. Es fácil descubrir diversas causas de negligencia y tardanza.

Primero, hubo nuestra falta de conocimiento. No habíamos descubierto a nosotros mismos, aún teníamos una clase de orgullo callado que complacía nuestro complejo de inferioridad y nuestra personalidad vacilante. Pero todavía no poseíamos el inteligente amor propio que podía llegar a una apreciación concienzuda de nuestra propia cultura. Tal falta de conocimiento cultural y amor propio es una de las más penosas situaciones del poco desarrollo. Tratando de reducir nuestra falta general de desarrollo, hemos tratado también de cultivar más conocimiento cultural y amor propio. Y sólo cuando hay amor propio podemos hacer una tentativa para ganar amor mutuo, el cual, en su turno, es un primer condición para el establecimiento de relaciones culturales activas y sinceras con otros.

Una segunda causa de nuestra lentitud se conecta con el estereotipo general para reducir nuestra falta de desarrollo durante los últimos 25 años. Falta de desarrollo significaba en más de los casos la falta de desarrollo económico, las instituciones de bienestar y desarrollo constituidas para hacer frente a la tarea de acelerar el desarrollo de las antillas y de hacerlas islas que se bastan a sí mismas, casi concentraron su esfuerzo la totalidad de al campo económico. Su éxito relativo, el hecho que su éxito ha sido algo restringido, es en parte debido a tal designación.

En la Comisión de Caribe, por ejemplo, han existido casi desde los principios continuas para educación, para sociología y hasta para el periodismo. Pero nunca obtuvieron la oportunidad de hacer mucho o de hacer ni la mínima parte de lo que fue alcanzado en el terreno de agricultura, pesquería, o desarrollo industrial. Sólo desde poco ha penetrado en la mente de las capitales políticas la noción de que sin un cierto grado de progreso la misma doctrina materialista que a nosotros representaban, porque creían que solucionando problemas económicos y mejorando condiciones materiales, todos los otros problemas se solucionarían de sí mismos, y las condiciones en su generalidad se mejorarán. Probablemente algunos políticos se sienten asustados ahora cuando realicen que ellos tienen la culpa por la estupidez de haber puesto en práctica una teoría marxista, antiquada pro ortodoxa, que la mejora de condiciones materiales es el remedio para toda necesidad humana.

La Supremacía del Espíritu Una parte de nuestra mayor conocimiento es nuestra más íntima familiaridad con la jerarquía de valores, de un orden inagotable, y con la verdad una vez más acentuada por el filósofo francés Jacques Maritain, al efecto que hay una supremacía del espíritu y de todo lo espiritual, o sea, de todo lo perteneciente a la mente, a la conciencia social y moral, al corazón, a la moralidad, en breve, a nuestra cultura. Hemos cuidado de las necesidades del estómago que salvando el cuerpo podemos fácilmente perder el alma, y que debemos dudar de las necesidades del espíritu al mismo tiempo que tratamos de mejorar las condiciones materiales. Es más que llegado el tiempo ahora para poner en práctica esta comprensión.

La tercera razón porque hemos ignorado las relaciones culturales es una consecuencia de lo que estoy inclinado para llamar la "ignorancia internacional". Los mitos de la gente en el mundo quien trata con asuntos culturales apenas se enteran de una cultura del Caribe. Muy desde poco nuestros propios autores, músicos y bailarines son designados un "poco conocimiento de nuestro carácter y objetivo". Hace apenas unos cuatro años se verificó en la Universidad de Florida un congreso científico dedicado exclusivamente a la cultura del Caribe, y la mayor parte de las numerosas ponencias presentadas casi no hicieron mención alguna de los territorios franceses, ingleses y holandeses en la región.

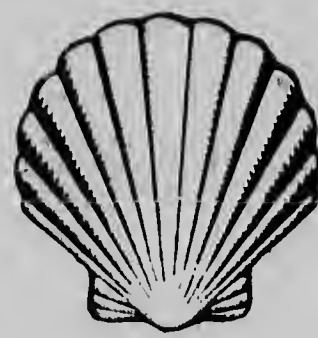
Si el Caribe demasiado a los extranjeros, nosotros mismos somos quienes han emborazado nuestras expresiones con timidez. Pocas veces hemos tratado de levantar las voces lo bastante alto para ser escuchado más allá de nuestras plazas y frentes. Es tiempo para tomar un profundo aliento y para gritar hasta enrojecerse, y para expresarnos en un modo que podrá transmitirse hacia las otras partes de América, hacia Europa, hacia África y hacia todas esas partes donde encontramos espíritus emparentados.

La distancia, en el sentido bruto de miles y horas, siempre ha restringido nuestras relaciones. En espacio, vivimos muy distante de los otros. Pero este obstáculo se disminuye cada día; mejores y más frecuentes medio de comunicación nos hacen acercarnos. Nos visitamos más con frecuencia que antes y así no solamente aprendemos a conocernos mejor, pero empezamos a sentirnos en casa cuando en otro país, mientras descubrimos nuestros rasgos comunes de familia mediante el trato más familiar del uno al otro. También descubrimos la igualdad de nuestra cultura, y esa es el fundamento de nuestra relación, nuestra relación familiar.

También nos salvará esta del sospecho que de cuando en tanto acompañamos la actividad cultural internacional, algunos ven el espectro de "penetración pacífica" detrás del intercambio "cultural", el cual ellos transforman "penetración cultural".

Un temor podrá existir con razón solamente cuando un grupo trata sistemáticamente a introducir en nuestros países algo extranjero, algo muy inapropiado para nosotros. Nunca podrá ser esto el caso cuando a la vez de la unidad de la cultura del Caribe, un país trata de dar conocimiento a sus lazos culturales con otro país de la región, o cuando trata de aclarar o fortalecer estos lazos. El provecho será mutuo, porque el resultado será un enriquecimiento de la cultura de ambos países. En asuntos de cultura, uno se aprovecha igual en dar como en recibir.

No he utilizado el antiguo argumento de "apóyate de buen vecino". Somos mas que vecinos, pertenecemos al mismo destino conocido, social, político, económico y cultural. No podemos vivir en aislamiento.



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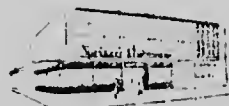
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Aruba Caribbean Hotel is airconditioned throughout

One of the most luxurious hotels in the Caribbean is about to throw wide its doors for guests wishing to remain in a refreshing atmosphere after the numerous facilities offered in Aruba, island of sun and sea. In addition to the most exquisite care, the Aruba Caribbean Hotel offers its guests a pleasant climate. Except for the lobby — the transition from the bright light outside to the shady, moderately temperatured hall must be gradually adjusted — all rooms and rooms are airconditioned, including, of course, the hotel-rooms on the six floors. An array of technicians assisted by electricians, plate-workers, welders and mechanics have erected a structure which meets all modern requirements and in which no single detail has been overlooked. A maze of channels and pipelines, carefully tucked away inconspicuously in ceilings, walls and ducts, circulate coolness and fresh air to the various areas and dispose of used air. The 40,000 square feet of steel plate processed locally and installed by workers created specifically for this purpose. Another 6,000 feet of pipeline was put in. Safety has been a prime consideration. Fire hazards must be ruled out. Spreading of fire prevented. Consequently, a total of 120 fully automatic shut-off valves have been installed in the air-channels alone.

Only fresh air in each bedroom is regulated individually by its own weathermaker, the occupants receive no air which already circulated in other rooms. The corridor has a large outer-air processing unit. Processed and filtered air is sucked from the corridor on the floor and mixed with air drawn from the room proper. Subsequently it is cooled and dehumidified. The bathroom also serves to carry off used air. Cooling in the form of ice-cold water is carried to the apparatus from a central unit serving the whole building. Except for the smoothworking weathermaker, the weathermaker does not have moving parts. The entire installation — save for the fancy outlet grate — is invisibly installed in the lower portion of the ceiling above the bed. The user has but to turn a knob and to affix a thermostat button the desired temperature in order to enjoy a fine and refreshing night's rest. To cool the many spacious rooms in the hotel, seven large, fully automatic conditioning units have been installed in four airconditioning rooms built specifically for this purpose.

Noise silenced Naturally, these rooms have been constructed in such a way that one does not perceive of the equipment in operation. The noise is silenced by vibration installation and soundproof ventilators. The units supply the large

areas with cooled air; one interesting aspect is that the moist from the air is knocked off and eliminated just as damp air blown against a cold window-pane. Hardly noticeable and decoration-matching grids and anemostats provide a pleasant distribution of the climate the large areas.

For the areas heavy smoking is customary, such as nightclub, coffee-shop, casino and cocktail-lounge, it was attempted to create an atmosphere with the total freshness of the outer air while retaining the coolness of airconditioning. Therefore, only outer-air is supplied.

As outer air can be rather humid a large portion of the water — which affords that sultry feeling — must be separated, which requires a substantial amount of the coldness to have it condensed in the unit. A fully automatic device prevents the temperature from becoming too chilly.

In a large hotel, naturally, provisions have to be made to dispose of used air from the many large areas and to prevent any unpleasant smell from remaining in the room. The kitchen alone consumes a huge volume of air in allowing the cooks to perform their work. A total of approximately 200,000 cubic meters of air is disposed from the building per hour, enough to fill a balloon with a 225 feet diameter.

The hotel is kept cool with the aid of cold water prepared in a special equipment room. At a stone's throw from the hotel two twin Carrier cold-water aggregates with a 150 HP electric motor produce 150,000 liters of cold water per hour. This is enough to fill a private swimming-pool, 10 meters in diameter and 2 meters deep, in one hour. The two cold-water machines, each weighing over six tons, exude enough cold to produce an ice column of two meters and 100 meters high in a 24-hour period. That is enough ice to make six million long drinks.

The warmth drawn from the building by the cooling machines must be released outside. This is done in four separately installed towers. Large ventilators release the warmth to outer air. In a dining-room with such an ideal climate one naturally wishes to enjoy fresh-from-the-sea fish, dew-capped vegetable and tender steaks. Also for these things arrangements have been made in the hotel. In the immediate preservative was built with various sections where ideal preserving temperatures are provided for the different products. Eleven entirely independent compressor-aggregates with a total capacity of 50 HP serve these refrigerated areas on a fully automatic basis.

A pleasant climate is not the only requirement for a hotel. At all times one must have the disposal of the invisible energy to power the many machines and equipment necessary for diverse purposes. The Aruba Caribbean Hotel is like a small town with dwelling-houses, shops, recreation centers, storage and processing areas, street and harbor lighting. Everything must be in top operating condition, for a guest is exacting.

The technicians have had to work dexterously and to solve numerous problems before the several kilometers long conduit line with feeding and distribution points was planned and laid. Just as in a city, several sources of supply and independent networks were designed. The hotel has its own trans-

former station with three 400 KVA transformers, each with its own distribution net.

Seven parallel arm-thick cables conduct the energy to the main switch room. Two of the transformers supply the hotel area, the third serves the air-conditioning equipment room with related accessories. From the two main switchboards heavy cables lead to all corners of the hotel where sub-distribution boxes are installed. If, unhappily, a serious short-circuit occurs, the electric network is thrown out of operation.

Some eight kilometers of heavy cable have been used; the connection of lighting points, plugs switches and small devices has taken up about 100 kilometers. If you were to take an end of this wire in your hand, you could make a 24-hour hike across the island before it is full rolled out. Over 4000 lightbulbs and fluorescent provide a cozy lighting for the areas destined for guests. Decoration matching lighting fixtures have been used throughout.

A chandelier-like installation provides a varying shade with many surprising effects in the casino and on the dancing floor creating the right atmosphere at the right moment.

Approximately 100 men, most of them residents of the island territory of Aruba, have found employment during the peak period of the project which was started in July 1958.

The airconditioning, ventilation as well as the whole electrical installation were designed and executed by the NV Antilliaanse Mij. Gebr. van Sway, representatives for Carrier in the Netherlands Antilles.

Dr. J. A. Ternerod

Turism

Aruba's tourist industry is still in its early stages, but, in the past half score years legal kinks and bottlenecks impairing healthy development of tourism were removed and so Aruba has gone a long way to coming of age in this field. The islands has invested great sums of public moneys in development of suitable areas, such as the construction of the great Western shore boulevard, connection of the sites along the beautiful Palm Beach on the water main, with automatic telephone trunk line and electricity nets, and thus opening the possibility of capital investment for tourist-plants in that area. Last but not least the island has picked up the tag of the balance of Venezuela, private and Government capital needed for financing the first luxury 140 rooms resort hotel, which is scheduled to open July 18th, 1959.

Prosperity

The main (and practically only) source of income comes from the oil industry. Crude oil is shipped in by tankers from Lake Maracaibo (which is called "Lago") area. The crude oil is pumped into storage tanks on shore. The refinery processes the crude oil into a wide variety of oil products from diesel oil to high octane gasoline. Ocean going tankers transport the products to about 50 countries on both sides of the Atlantic and countries on the Pacific coast.

Communications

Air traffic with the island is mainly maintained by K.L.M. Furthermore there are many charterflights, mainly for airfreight of perishables (fresh vegetables, fruit, and meat).

K.L.M. maintains 34 flights a week v.v. Curacao — Aruba — New York, Bonaire, Amsterdam, New York, Bonaire, Montreal; also 4 times a week with Miami, Kingston, Maracaibo;

3 times a week with: Panama, Barranquilla, Mexico, Guatemala, Havana, Paramaribo;

twice a week with: Port of Spain, St. Maarten, San José, Georgetown, Managua, S. Salvador, St. Kitts.

The airport of Aruba is called, Beatrix Airport, it applies the hydrant filling system for airplanes. It has an ultra-modern terminal, situated on the main traffic artery between Oranjestad and San Nicolas, at respectively 5 and 20 minutes drive by car.

Aruba has two modern ports, namely at Paardenbaai (Oranjestad) — at ten minutes walking distance from the center of the city — for passenger ships and freighters, with a draft of 34 - 36'; quay length is 2700' total.

The biggest ocean liners can moor there. The second port is San Nicolas harbour, specially outfitted for tankers. Tankers of the super class (40,000 tons) can moor at the new docks. They can be served in 24 - 30 hours. Finally there is a pier at the Eagle bunker-station, where also tankers to the biggest sizes can moor and be served.

Shipping companies which regularly call at Aruba (tankers excluded): Grace Line; K.N.S.M. (Royal Netherlands S.S. Co); Alcoa Line; Hapag Horn Line; Moore McCormack; Three Bays Line.

On the island transportation is carried out by: Buses, station-wagons, taxis, and of course by private cars.

Total of motorcars, trucks included: December 31, 1958: 7,166.

Roadlength is relatively long. Asphalted first and second class roads total about 100 miles, gravel roads about 90 miles streets in cities excluded.

Establishment of new industries

There is a tax exemption law (No. 194, 1953), which grants a 10 - 11 years tax exemption to new industries, owners included. Also owners of such new business and hotels are exempted of paying duties on the imports of new furniture, furnishings and machinery for their establishments and also for all replacements of such goods during the first 10 years of operation; this for capital investment of f 100,000 for industries and f 500,000 for hotels or more.

HOTEL CURAÇAO INTERCONTINENTAL

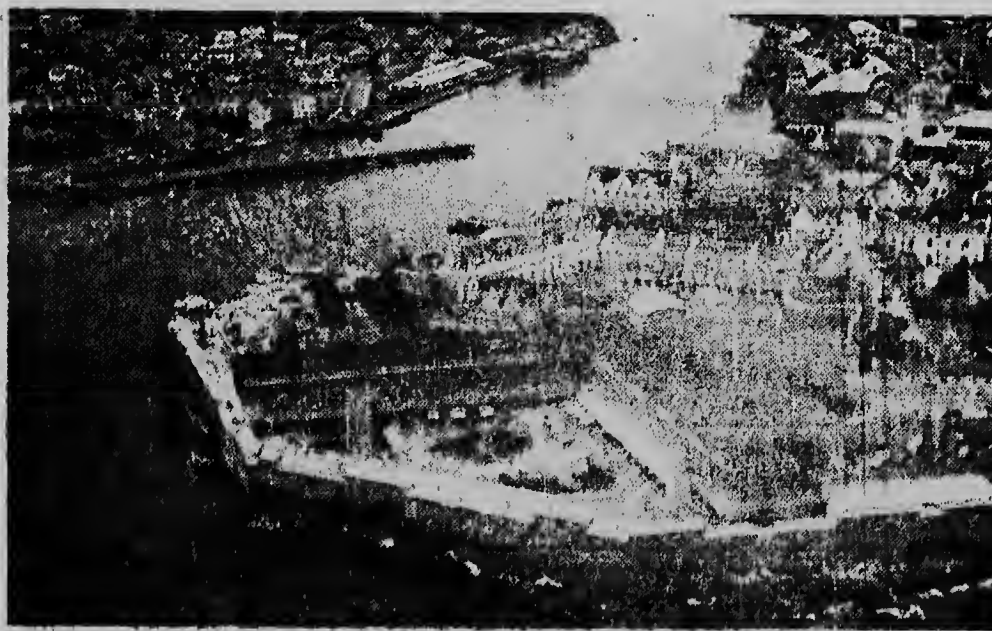
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On August 20, 1956, the charter of Aruven Ltd. was signed by Minister Yrausquin in the Government Office at Oranjestad. From right to left are former Lt Governor of Aruba, L. C. Kwartz, Minister Yrausquin and Deputies Fichu Croes and Isaac de Cuba.

El acta de fundación de Aruven S.A. fué firmada por el Ministro Yrausquin en la oficina de administración en Oranjestad. De derecho a izquierda, el Dr. L. C. Kwartz, a la sazón gobernador de Aruba, el Ministro Yrausquin y los diputados Fichu Croes y Isaac de Cuba.

Aruba as it was: peace and quiet because touristships didn't call

In number of years it is not so long ago, but it seems to have been an entirely other era, when Ernst Bartels, former head of the Aruba Tourist Office, drove through Lago Colony in a fading yellow Oldsmobile sedan with broken muffler. He was going to pick up a group consisting of members of the Women's Club. Preceded by the old vehicle, the ladies drove in a big bus to the boulders of Aio where they were offered a picnic and a detailed explanation on the evolution of these wonderful boulders.

In those days Mr. Bartels and Mr. Cappy Weaver were running the Tourist Office. Tourist ships (almost) never called here, and there was only talk about the construction of a hotel. A letter of thanks of a kind tourist at that time was news. There was time for excursions with the Women's Club, there was time for the collection of urns and other interesting antiquities from Aruba's epoch of Indians. „We are planning to start a museum somewhere, there is a dearth of material, but we lack the time to sort out all that stuff,” we were told by the present head of the Tourist Office, Michael S. Kuiper, a genial, hard-working young man with a degree in political science.

No longer news.

Indeed, there is no longer time at the Tourist Office to sort out urns, neither to make excursions with the Lago Women's Club. A letter of thanks of a tourist is no longer news, but rather routine.

Mr. Bartels has long been back home in The Netherlands. Mr. Weaver is again at the Telephone Office. In addition to Mr. Kuiper, four other people are working at the Tourist Office and their hands are filled with work. The Tourist Office has become the center of information for the hotel people, for the tourists who arrive in ever larger numbers, for the government when an important project is involved. The Tourist Office is now holding the strings of a purse contain-

ing Fls. 100,000 for publicity alone. Only recently a new folder — the eighth since Aruba started to print folders — was distributed. The circulation? 105,925 copies. Now the Office is engaged in preparing the envelope with special stamps which will be available on the day of inauguration of the hotel. Visitors come in and are shown around, information flows out as usual. The Aruba Tourist Office, strategically located, has grown into the center of an ever increasing tourist influx and Mr. Kuiper remains the smiling, well-disposed Michael always prepared to help.

From Talk to Action.
From Talk to Action

Not long after the war people started to talk about hotels and tourism in Aruba. Prior to that time there was definitely no time. In the thirties people were too much taken up with Lago, in the forties World War II came between. True, there was the enterprising Mr. Ch. Neme who built Strand Hotel in 1941, but there was no question of a concerted action to attract tourists.

But tourism was thought of, also as a possible source of income for a growing population. The government at that time took the stand that private business itself should see after the attraction of tourism. Consequently, a Tourist Commission was formed from among business people but with the support and involvement of the local government. The first chairman of this Commission was the present Minister of Finance, J.E. Yrausquin; the first secretary was Ernst Bartels.

Hotel builders came and left again. Plans were made and again folded away and the need for tourism kept pressing harder and harder. Therefore, it was decided to establish a government-sponsored Aruba Tourist Office, and in addition a Tourist Commission, which still exists and still meets regularly to advise the government.

Mr. Bartels became the first head of the Tourist Office and the only employee. He has had to build up

everything from scratch and difficulties certainly have not been spared the man. Aruba did not have much to offer to the tourist; the tourist who came this side was a rarity.

Where Formerly The Sea Air Smelled

However, with the start of construction of the new hotel the work load increased at the Tourist Office. Matters were undertaken wholesale — in fact the only way „to sweep up our island amidst the fast-moving, tourist traffic”. It could not make the grade by virtue of the construction of a hotel alone, and the government well sensed this. The people had to be made aware of the fact that Aruba would get a hotel which is unequalled in its class. Consequently, the well-known public relations firm of Hank Mayer Inc. from Miami was retained. An amount of Fls. 100,000 was reserved for publicity. Hank Mayer takes the biggest slice of this amount. Shortly this amount will have to be increased when more intensive publicity campaigns will be undertaken. Hank Mayer, however, cannot work without information and interesting details. The Tourist Office supplies these. Sitting industriously behind the typewriter is Miss A. Erasmus. Messenger J.C. Angeli runs the errands. W.R. Ponson keeps up the administration while W. Chai maintains communication with the outside. Chai is in the tent on the quay when a tourist ship is mooring. Chai drives around to see whether the tourists are comfortable. Chai sees to it that an automobile will be available when a tourist calls the office and requests one.

Everyone has his busy activity and hard work is performed in that building near the harbor where formerly the Harbor & Pilotage Service was housed, and where formerly ropes, anchors, buoys and lights were stored and the air was mixed with the well-known smell of sea-shell. Here Michael Kuiper and his staff are on their post, for the benefit of the tourist, to the advantage of Aruba.

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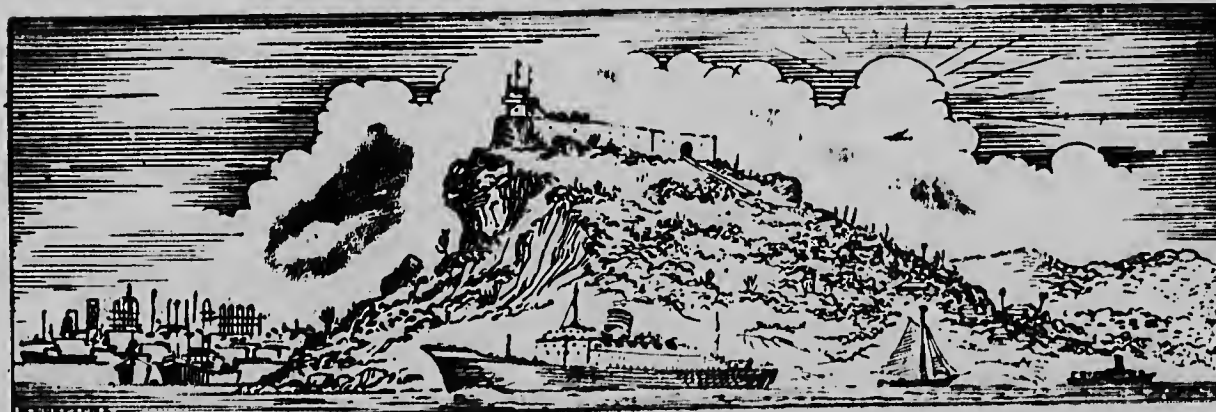
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Pottery fragments often reveal elaborate coloring and modelling

Archeologist Cruxent sees Aruba's past to pottery as key

ancient piece of broken pottery not look like a work of art. It happens during a walk across an open field. But wait, pick it up. Look closely. You will see that it is no ordinary piece of clay. It is colored and has lines on it. You will feel that it is very, very old. There is a purpose about the lines, a combination of subtle color that gives meaning even a tiny fragment. If you look at it for a moment, you probably try to visualize the man who made it.

Only the maker must have lived a long time ago. He probably had a few tools to work with. Those he did have must have been very crude. By today's standards, his life must have been drab and monotonous. Practically all of his hours were necessarily devoted to life and death struggle to keep

ed with such conditions, why did an ancient man bother to produce a work of art? If you become sufficiently curious and begin to search for the answer, you will find that the answer leads to another; and very often you will be — to a greater or less extent — an archeologist. It is such a man who already knows at many answers to these questions. He has visited Aruba several years ago. He is Dr. Professor J. M. Cruxent, energetic director of the Museum of Natural Science, Caracas, Venezuela. Since earning his Ph. D. in geology from Harvard University, Professor Cruxent has become a leading authority on Caribbean pottery. That is, he knows what he is about when he is shown by an incident during his visit to Aruba.

For the past few years, efforts have

been made to collect relics of Aruba's past, and these have been stored (for later study) at Police Headquarters in Oranjestad. The collection gradually grew to several hundred pieces, and during his visit to Aruba, Professor Cruxent was asked to look them over.

One police official decided to have a little fun with the visiting expert and placed some fragments found in Santo Domingo among the display of artifacts found in Aruba. He then went about his inspection.

"Excellent," said the professor. "Very nice example," he murmured. Obviously the professor was pleased with what he saw. Suddenly he stopped. "But



Pre-historic Indian drawings are common in many Aruba caves.

this is impossible", he said. After some pluttering and mumbling from the professor while the police official stifled a smile, someone asked the scientist what was wrong.

Reaching in among the several hundred fragments, he picked up the pieces placed there a few minutes before by the police official. Holding them up for all to see, he said, "These are from Santo Domingo! They cannot have been found in Aruba. I can't understand it!"

The official then admitted his private little joke; and the professor, thus reassured, returned to the fields to continue his search for more Aruban artifacts.

While in Aruba, Professor Cruxent employed two teams of three men each from the Department of Public Works who spent a full week digging and sifting at sites indicated by the professor. By week's end, the excavators had sifted more than half a ton of fragments from the litter of shells, stones and broken glass they had dug up.

Very few whole pieces of pottery have been discovered and preserved for study, although in the past a number of complete objects have been found. These, of course, are much more valuable as sources of information to the archeologist than mere fragments. The patterns used on the decorated pieces, the colors, the materials and the shapes are all keys to knowledge about the people who made them. Who they were, where they came from, how they lived, what they believed in.

Few Complete Objects
The lack of complete objects led the professor to say, "I got here just in time. Many valuable things have been destroyed".

Of the early Indian inhabitants of Aruba, and particularly those who made the pottery found here, Professor Cruxent said, "They were members of a group that reached a very high development, equal to the most advanced Indians of their type". Painted pottery fragments may yet be the key that will unlock the secrets of Aruba's past.

Reprinted from Aruba Esso News

K. N.



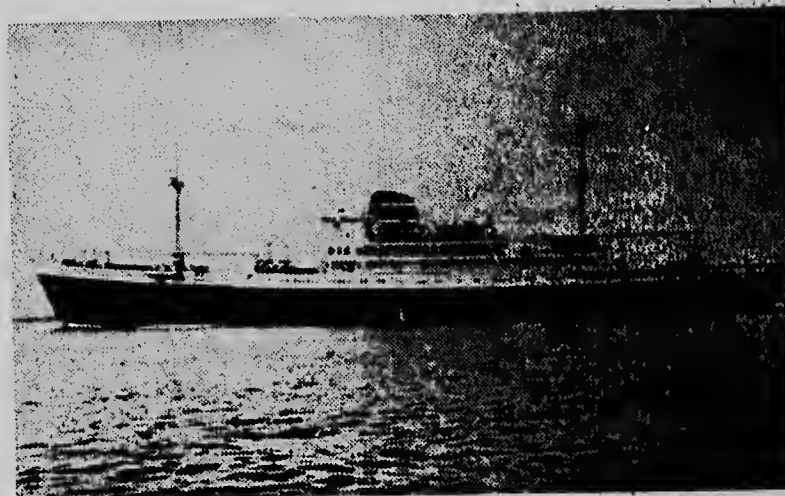
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BEFORE YOU GO, SEE THE PEOPLE WHO KNOW

Feverish activities on lovely Aruba beach



Aruba offers to the tourist splendid strips of dune with pearly white sand, something which one does not expect to find here. (Photo Aruba Tourist Office)
También ofrece Aruba al turista magníficas franjas de dunas con arena blanca como la nieve, algo que nadie espera encontrar en la isla. (Obsequio Oficina Arubana de Turismo)



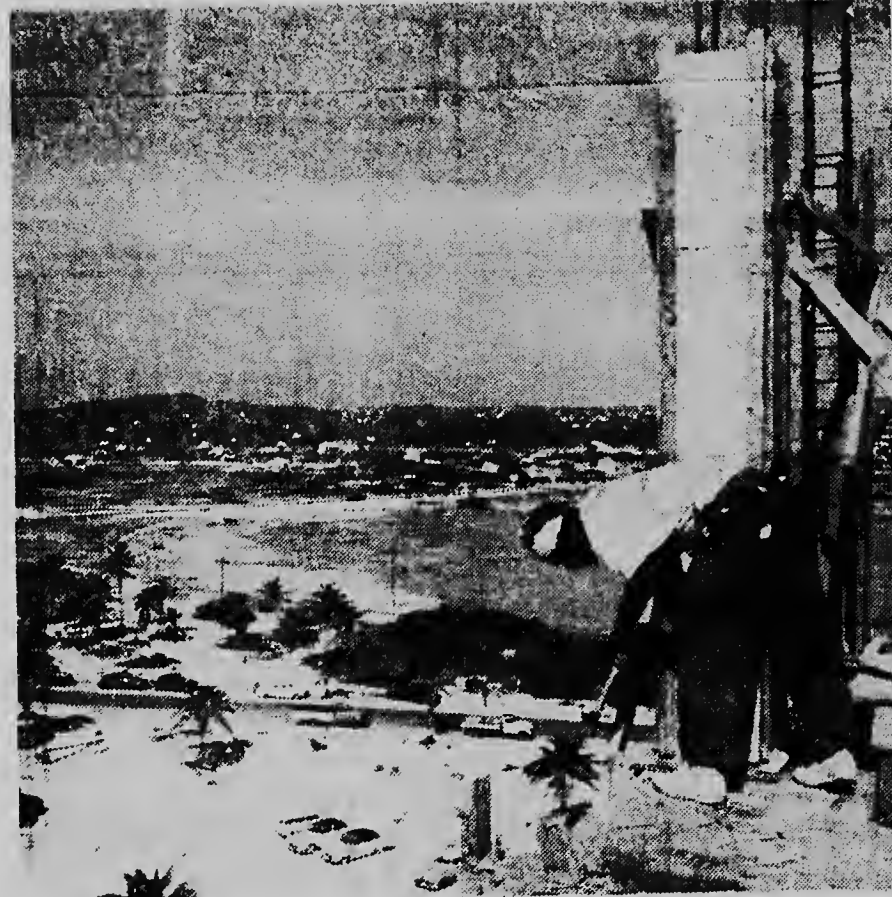
On February 11, 1957, H.R.H. Princess Beatrix of the Kingdom of the Netherlands visited Aruba. Here she inspects the hotel model in company of Deputy Henriquez.
El 11 de marzo de 1957 S.A.R. Princesa Beatrix del Reino de Neerlandés visitó Aruba. Acompañado del Diputado Henriquez admira el modelo del hotel.



On September 4, 1957, bids for construction of the super-structure were opened at the Public Works Department Office in Oranjestad.
El concurso público para la construcción de la superestructura del hotel se verificó septiembre 4 de 1957 en la oficina de Obras Públicas en Oranjestad.



With a fair crowd in attendance His Excellency Governor A. B. Spekenbrink of the Netherlands Antilles dug the first shovel in the ground and symbolically started construction of the Aruba Caribbean Hotel. (Photo Aruba Tourist Office)
Con una multitud apreciable en asistencia S.E. Gobernador A. B. Spekenbrink de las Antillas Neerlandesas dió el primer azadazo abril 16 de 1957, empezando así la construcción del Aruba Caribbean Hotel. (Obsequio Oficina Arubana de Turismo)



Aruban workers employed at the hotel often perform work at staggering heights. Muchas veces los obreros arubanos trabajan que trabajar en alturas vertiginosas.



This is Taylor's construction manager: without beard (as on the picture) John Camping — with beard (as at present) "Fidel" Camping.
Hé aquí el gerente de construcción de Taylor: barbilampino (como en el foto) simplemente John Camping — barbudo (como es ahora) "Fidel" Camping.

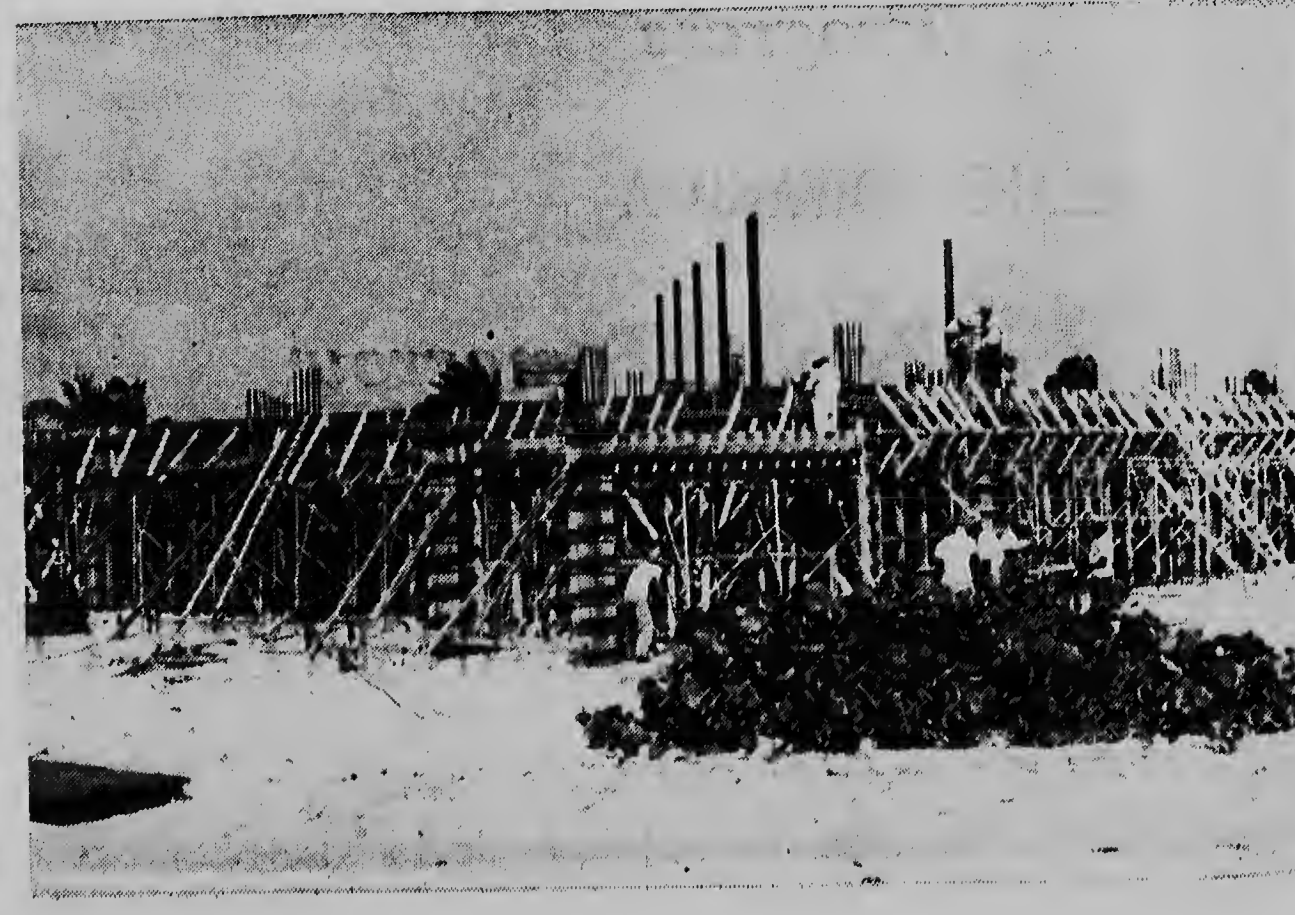
Lago Management Visits Building Site



On January 15, 1958, Lago's full board of directors visited the hotel where they were shown around by Deputy Henriquez. In the foreground, from left to right, Messrs. Donovan, Switzer, Griffin, Garber, Henriquez, the then Temp. Lt. Governor De
Messrs. Murray, Petronia, De Cuba, Pape and Polt.
Los miembros de la dirección suprema de la compañía Lago visitaron el hotel enero 15 del año pasado. En esta ocasión actuó como guía el Diputado Oscar Henriquez. En el retrato, de izquierda a derecha, adelantte, Srs. Donovan, Switzer, Griffin, Garber, Henriquez, De Boer (a la sazón gobernador temporario de la isla) y Murray. Al fondo, de izquierda a derecha, Srs. Murray, Petronia, De Cuba, Pape y Polt.



Landscaping of the hotel called for transplanting full-grown palm trees. This work was supervised by H. Kemmink.
Para embellecer el paisaje del hotel palmas adultas fueron transplantadas. El encargado de este labor era siempre el Sr. H. Kemmink.



The Caribbean area is abundantly endowed with natural reserves

The Caribbean area is abundantly endowed with natural reserves to support a level of industry of really staggering proportions compared to the size of the area. At present, the individual economies of the area will be able to develop these resources, to the full, possible extent only by a co-operative effort. In a sense the very existence of the Caribbean Tourist Association, proves that this lesson has long been learned and that there is no need for its validity. The primary objective of CTA after all is to promote growth of the travel industry throughout the Caribbean area.

I have always felt this way. But my experience with CTA has made me realize that in the past my feeling was not based on a concrete abstract argument. Now I feel I have very tangible reasons for supporting a regional development effort.

And so I would like to try to summarize the concrete arguments for regional cooperation. I realize that much of what I say will come as no revelation to CTA members but I should like to pose the question not so much with answers in mind as with the help of others.

Tourist officials are subordinates in a chain of command. They do not have the authority to determine whether Puerto Rico, or the West Indies Federation, or any other community in the Caribbean will take more vigorous steps to develop a flourishing travel industry. It is not in their power to decide that new programmes for travel development will be undertaken at all, solely by governments acting individually, or by governments acting collectively, or by governments cooperating with a great network of private enterprises.

In the last analysis their fellow citizens will decide whether, or not there will be further development and how much. It is these citizens who must pay the necessary taxes. It is the attitudes of the countries who must represent them. By the same token, these citizens represent private enterprise as well as the desires and opinions of shareholders.

The main task of tourist officials is to plan soundly and to explain those plans clearly. Only when they are sure of their knowledge and understanding of what it is proposed to do can they expect citizens to give wholehearted support.

The basic question is: Why develop the travel industry at all? Why not concentrate on agricultural or industrial development?

The arguments for giving high priority to tourist industry development are available.

Firstly, the basic resources of tourism are like the ingredients of a kind of delicious cake — the kind you can eat and have, too.

Granted this, the second basic question is: Can the people of a whole area get good slices of this cake? Or are a few hotel operators, night club proprietors and transportation companies the biggest slices and leave only crumbs?

The question is pertinent, because none of us represent a wealthy community. We are all still working toward the goal of a good standard of living for our people. Our fellow citizens demand, rightly, that their taxes earn for them the greatest possible economic return.

Because the economic research division of Puerto Rico's own Fomento has been looking deeply into this question lately, I can write most authoritatively on the basis of our own experience. Let I know, also, from my experience with CTA this past year that the basic findings apply anywhere.

One of our latest studies measured the cost and the benefits of our Fomento programmes during the period 1949-56. The study showed that every dollar invested by the government in tourism development returned something over five dollars to the economy. Our statistics look great but pains to measure only the income generated by government outlays. They did not include income generated by private investment.

Let me repeat, every dollar spent by the Commonwealth government for tourism development generated five dollars of income for the economy. And every dollar invested in the industrial development programme generated 26 dollars of income for the economy.

Tourism development generated considerably less income than industrial development. We could conclude that tourism development should be dropped and that all our efforts should go into industrial development. But we do not conclude. On the contrary, the study made it crystal clear that if we had not given a relatively high priority to tourism development, we would not have been so successful in industrial development. If we had not had high facilities as the Caribe Hilton Hotel, we would now have much less new industry. Many investors would never have come to Puerto Rico in the first place if there had been no man-made facilities to enable them to enjoy its natural resources of climate and scenery and culture. Finally, the government's investment is not being returned in dividends. The major investments in the Caribe Hilton itself and in our new International Airport. They are paying dividends for a long time in the form of new capital or outlays for other particular facilities will be minor — for maintenance and modernization.

In other words, tourism development is a handsome return by itself, and also contributes to the development of other sectors of the economy.

But just how widely is the income from tourism distributed?

Simply, the distribution is so broad that I hesitate to take time to describe it.

Start with our International Airport. Think of the income distributed there, from the employees of the terminal itself — the traffic control crews, baggage handlers, other maintenance men, to the employees of the airlines — the baggage handlers, mechanics, pilots and other staff.

employee of gift shops and their employees, to taxi drivers.

Consider any resort hotel. It is estimated that about 70 cents of the traveller's dollar is spent in his hotel. But the money does not stay there in a vault. It goes into the salaries and wages of a huge staff, to laundries and dry cleaning establishments serving the hotel, to shops in the hotel operated by independent concessionaires, to suppliers of food and drink, to printers of menus, to suppliers of furnishings and equipment, to musicians, and entertainers. And these recipients, in turn, spend their share of the traveller's dollar for food, clothing, lodging, entertainment, luxuries, vacations, sporting goods.

The thirty cents the traveller spends outside the hotel go to taxi fares, car rentals, restaurants, and cafes, gift shops, fishing boat captains, tour operators.

Not is the income from tourism spread only among the dwellers of the town.

Happily, vacationers and travelling businessmen eat and drink. They are all sources of income for our fishermen, our dairymen, poultry raisers, citrus growers, coffee growers, rum distillers. Many of the things they use in their hotel or the things they buy outside are, can be, produced locally.

It is clear then, that the Caribbean has the natural resources for tourism, that tourism is a sound investment paying attractive dividends in the form of greater national income, and that the increased income is widely distributed through the community. Now I come back to my principal theme — why should the travel industry of the area be developed through a regional effort? Tourism, after all, is an industry. It involves raw materials, capital investment, manufacturing activities, distribution and selling. But compared with other industries, tourism operates in reverse.

To build automobiles you take raw materials, textiles and other materials. You manufacture them into engines, steel bodies, copper wire, upholstery fabric, window glass, rubber tires. You assemble these manufactures into a finished product and send it through complicated and expensive processes of distribution and selling to the ultimate consumer. The investment required for manufacturing is great and so is the investment for selling. Moreover, the competition for the buyer's dollars is great.

In the travel industry we start with a finished product, the traveller. We expose him to our salesmen — that is, to articles in the travel sections of newspapers and magazines, to the advertisements of hotels and transportation companies, to travel agents. We distribute him through airlines and steamships, to hotels and restaurants. We put him through a "manufacturing" process which exposes him to our climate and scenery, our fascinating sights and sounds. Then we send him home, bursting with health, relaxed in mind, enriched in *spiritual aficiandado* of rum and calypso, or of marlin and merengues of Havana's Tropicana, or Haiti's Citadelle, or Trinidad's exciting blend of Eastern and Western cultures.

Whereas in manufacturing the selling comes last, in tourism it comes first. In three respects, however, tourism is like every other industry. There must be certain equipment to work with and the cost is high; the risks are substantial; and the competition is keen. These considerations are of extreme significance for the Caribbean.

Speaking of capital investment, I am quite certain that no government in our area can raise the capital required for the fullest possible development of its tourist industry. And considering the risks involved, there are relatively few individual private investors in any one Caribbean community who can contribute substantially to development of the travel industry.

As for competition, our problem is not within the area but outside it. As recent statistics compiled by the U.S. Department of Commerce and the National Association of Travel Organizations make clear.

The Department's 1957 "Survey of International Travel", analyzes the spending of U.S. residents for travel outside the borders of the U.S. during 1947-56. This study shows that travel spending, not counting transportation costs, rose in ten years from \$73,000,000 dollar to \$1,275,000,000 dollar.

On the basis of our statistics, plus those of the Department we can say that travellers spent about \$130,000,000 dollar in the Caribbean area in 1956, and that this represented a much faster rate of increase than that of international spending as a whole.

But there is another very interesting thing about the Department's figures. Caribbean travel this represented a much faster rate of increase than \$130,000,000 dollar in the Caribbean area in 1956, and that income ten years ago represented about 10 percent of all U.S. international travel dollars and that was still the case in 1956, despite the fact that the number of travellers to the Caribbean doubled between 1950 and 1956.

Europe's income, on the other hand, rose in dollars from 107,000,000 to 473,000,000 dollar and its share of travel spending rose from 19 percent to 37 percent.

I think we must recognize that this was not entirely accidental. Nor was it the result of competition between individual European countries. Most of them have vigorous individual tourism development programmes, but they also have a vigorous regional programme operating through the European Travel Commission.

Instead of competing against itself, Europe competed for a greater share of the total travel market and tried to take advantage of the rising prosperity and travel-mindedness of the American people. It is surely significant that while Europe's share of American travel spending was rising from 19 percent to 37 percent, the Caribbean's share remained static. Canada's share fell from 42 percent to 24, Mexico's from 30 percent to 20.

two and three percent.

It is also surely significant with the age of jet air travel upon us, that the tourism industries of the Pacific are forging ahead with a new regional organization — The Pacific Area Travel Association.

If we decide that we are in competition against one another, we must also recognize in 1956 we would have been competing for a larger share of one-tenth of the U.S. international travel dollar. There is not much to be gained by fighting over a line. We estimate Puerto Rico's income from tourism last year about 29,000,000 dollar. We hope to double that in another few years. We certainly do not want to do it by cutting a larger slice from a total pie worth 130,000,000 dollar. We must do it by expanding the market, creating new demand and we know the odds will be against us if we try to do that alone.

But there is still another reason for cooperative effort aimed at creating a bigger market rather than fighting a larger share of an existing one.

In the final analysis, the potential of the U.S. travel market is far greater than 1,275,000,000 dollar a year.

The National Association of Travel Organizations estimated recently that American travellers are now spending 25 billion dollars a year in the U.S. despite their penchant for international travel, ninety percent of American vacationers travel at home.

In other words, our greatest competitors are the automobile and the great North American highway system.

The Caribbean area should not be competing against itself, for a 130,000,000 dollar market. Nor should it be competing against Europe or Mexico for a greater share of a 1,275,000,000 dollar market. We should set our sights on winning a reasonable share of an expanding market which has already reached the 25 billion dollars mark. For several reasons the time is ripe for such an effort.

First, hotel facilities in most parts of the Caribbean have expanded significantly just in the past year and will expand significantly in the next few.

Second, despite the recession in the U.S. all the signs are that travel spending is still booming. Europe expects 100,000 more Americans this year than last. The vacationer who heretofore travelled by car within the U.S. is showing an interest in going beyond the continental limits.

Third, air service between the mainland and the Caribbean, and among the islands themselves, has improved significantly in the past year or so and will improve still more. The age of jet airliners is at hand. New York Chicago, San Francisco — all these cities will be within a few hours of our principal airfields. For the millions of Americans who habitually vacation by car, the fact that the Caribbean is only a few hours away should be a powerful argument.

Fourth, because no broad development programme can be achieved overnight, the very nearness of the jet age of air travel raises a problem. South America and the Far East will soon be within easy reach of that substantial body of travellers who are always looking for something new and different. If we neglect our opportunity now — for certainly the Caribbean is different — many of our potential customers will be flying around the Caribbean, or over it — bound for Buenos Aires or Hong Kong. As I mentioned, there is now a Pacific Area Travel Association. There is talk of a South American Tourism Organization. We should not be surprised to see regional associations springing up in Africa, the Middle East and South Asia.

Finally, we should not overlook the fact that other persons besides Americans travel. Jet airliners will put the Caribbean within easy reach of Canada, Europe and the distant countries of Latin America. Already, visitors from foreign countries spend over 700,000,000 dollars. Indeed, just in the past few weeks Canadians have been showing more interest in the Caribbean. That is the result of a new air service from Montreal and Toronto which connects with Caribbean flights from Atlantic coast terminals.

One thing I have learned in the past year is this: the average American who has not visited our area tends to think of the "Caribbean" rather than of its individual communities. Technically, to be sure, Princess Margaret recently opened the Parliament of the West Indies Federation in Trinidad and visited other parts of the Federation. But in the columns of many U.S. Newspapers she "toured the Caribbean." Most of you, I am sure, have encountered Americans who think of Bermuda as part of the Caribbean.

CTA should continue to build itself into the central clearing house for information on the Caribbean area. It has already made great progress in this respect. Travel agents, businessmen, including exporters and importers and potential investors, magazine and newspaper editors — key people in many fields of activity — are finding that CTA is a convenient starting point in a quest for information. CTA helps them save time, energy and money. If it cannot fulfill all their needs itself, it sends them to the right agency without delay.

I am fully in the work of dealing with the media of communication, this clearing house function is important. There is tremendous competition for the available editorial space in newspapers and magazines. One of the steps CTA should take at the earliest possible moment is to consider relating a competent public-relations counsel to help us carry the important and interesting story of the Caribbean to the travelling public. The work of such an organization would supplement our individual government and private advertising campaigns.

In its function as a clearing house, CTA should be readily available to and in full view of the public. I think it is time to consider establishing a permanent New York office for CTA.

one of the key sectors such as the Rockefeller Center area, so that, for a goodly segment of businessmen and potential vacationers, the Caribbean will be consistently in the public eye.

Another field of activity in which we need to strengthen our joint efforts is in the field of statistics. The Department of Commerce is constantly refining its statistics on travel and tourism and expanding its services. We ourselves need more detailed, more accurate, more timely statistics on our own area for planning new programmes and for evaluating their effectiveness. Planning, execution, evaluation. The terms were invented by bureaucrats, but every successful enterprise does precisely these things when it sets up a new production line or launches new marketing campaigns. To try to do the whole job alone would tax the financial resources of any one of us. We will find, I believe, that much of the work being done by the Department of Commerce will be helpful to us and that expanding our own statistical services will require only a very modest increase in our CTA budget.

Now I would like to discuss the benefits CTA can bring in the development of facilities and attractions for tourists.

Adventurous as they are, today's travellers prefer to do their adventuring in comfort. They expect comfortable, clean and attractive hotels, good restaurants and other facilities strategically located. They demand courteous and efficient service. They are also looking for a variety of entertainment and shopping opportunities.

tenance of these facilities and services requires substantial investment.

Just the training of a hotel staff is a major undertaking. Through CTA the cost and anguish of such vital tasks as training can be minimized. We have a hotel training school in Puerto Rico. Its experience and facilities can serve the whole area. Even though ultimately it may be necessary to establish similar facilities in several other areas, we will find an interchange of experience helpful.

We can do a great deal through CTA to present the Caribbean as an attractive area for investment not only in the tourist industry but in other fields of economic endeavour. As I have pointed out, tourism development contributes to other types of economic development. As an example, a goal for tourism should be the 25 billion dollar travel market of the U.S. mainland, our real goal for other types of development should be to attract a small part of the tremendous volume of capital invested annually in the U.S.

We have heard much of the U.S. recession. New investment for plant and equipment this year is expected to run at least 13 percent below the level of 1957. Even so that means that spending on new plant and equipment in the U.S. this year will be a very respectable 30 to 31 billion dollars.

Through CTA we can help to lower barriers to the free flow of persons, goods and capital through the Caribbean area. We can show investors the opportunities are many, that prospects are sound, that new capital will be welcomed and well treated. As Governor Munoz told the Senate Foreign Relations Committee in 1958, "the people of Puerto Rico have made no Latin American find that they did not want to make private enterprise a dead end, but a happy and contented one."

Finally, this regional organization, CTA, can serve the Caribbean countries well in continuing and intensifying the process of exchanging ideas and information. There is an old saying — if you have an orange and I have an orange and we exchange oranges, we each still have one orange. But if you have one idea and I have a different idea and we exchange ideas, then we each have two ideas. In this diverse region of ours, if each of us has just

with the others each year we will be serving each other and our peoples well.

If we begin this year to put these new programmes into effect — public relations and publicity, a more adequate New York office, statistical compilation and analysis — if we intensify our use of regional facilities, if we continue our efforts to attract investment and the exchange of information and ideas, there is no doubt in my mind that we can achieve very bold development goals and achieve them on schedule.

We should certainly have goals of development for the next five years and the next ten. We must have targets to aim for as we make our plans, and carry them through, we can determine whether we have achieved what we set out to achieve.

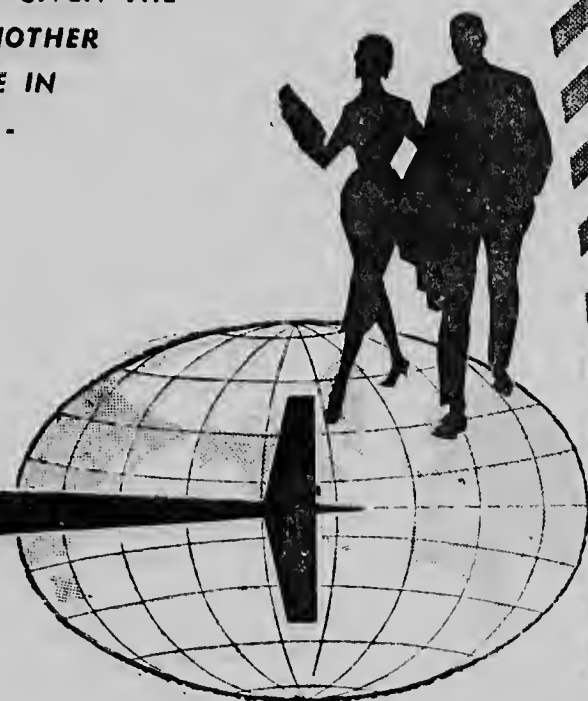
The income from tourism of the Caribbean area more than doubled in the decade 1947-56. It reached a level of more than 130,000,000 dollars at the end of that period. I strongly believe that it should double in the next five years — reach 260,000,000 dollar by 1962-63. And it should double again the following five years. We should be raising the 500 million dollars mark well before 1970.

Let us plan soundly and explain our proposals clearly, and with the support of our fellow citizens set out forthrightly, together toward the one goal that overshadows all others: a happier and better life for all our people.

R. BENITEZ CARLE,
president, Caribbean Tourist Association

WELCOME Aruba Caribbean

... AND CONGRATULATIONS!
YOU HAVE GIVEN THE
WORLD, ANOTHER
ADVENTURE IN
CARIBBEAN -
LIVING



ANOTHER HIGHLIGHT
OF YOUR CARIBBEAN TRIP... ARUBA



SIGN AND FLY BY



40
1919-1959

See
you
in
"TROCADERO"
Bar Restaurant

AIR-CONDITIONING and



ELECTRICAL INSTALLATION by Gebr. van SWAAY — representatives of the

Carrier

CRUZADA DE A.A. EN EL CARIBE

ORANJESTAD — Una cruzada por el Caribe comenzó en enero de 1959 cuando el autor visitó las Antillas y se entrevistó con algunos secretarios de la A.A. Estos hombres opinaban que Alcoholics Anonymous debería ser extendida, fortalecida e integrada, que las organizaciones de A.A. en el Caribe podrían operar como una mayor unidad.

Como un primer paso solicitaron asistencia en asegurar mas libros y literatura para la región. Se allegaron cinco mil dólares por este objeto en los Estados Unidos mediante contribuciones de grupos de A.A.

El Cuartel de Servicios Generales dió sesión generosa con muchísimas cartas, llamadas telefónicas, informaciones y el envío de libros.

Cientos veinticinco libros, y fuertes cantidades de literatura han sido enviados ya. Por virtud de la obra cumplida por las A.A. en la región, 10 programas radiales en cuatro idiomas han sido transmitido o preparado; mas de 20 artículos de periódicos —

bién en cuatro idiomas — se han publicado.

Para enviar los libros escogidos hospitales, librerías, médicos, el clero, editores, oficiales de la radio y oficiales de salud pública. Hemos recibido confirmaciones por escrito y promesas de asistencia en mas de 50 instancias. La asistencia vino de todas partes: Buenos Aires, Ciudad de México, Irlanda y Canadá para mencionar únicamente algunas. Mas de 800 cartas y artículos de correspondencia han sido intercambiado. Mas de 80 por ciento de los grupos en la región se han unido en la cruzada.

Probablemente el paso mas importante en la cruzada hasta ahora, y en el futuro, fué la publicación de la edición "CHIT CHAT" de la AA en tres idiomas: Español, Papiamentu (el idioma nativo de las Antillas Neerlandesas) e Inglés. Tres hombres lo hicieron: Richard C. de Reading, Pa., publicador; Pedro M. de Curacao, Antillas Neerlandesas, y Hector G. de

Buenos Aires. Esta publicación bi-mensual ahora va a 250 personas en toda parte del Caribe donde existe la AA.

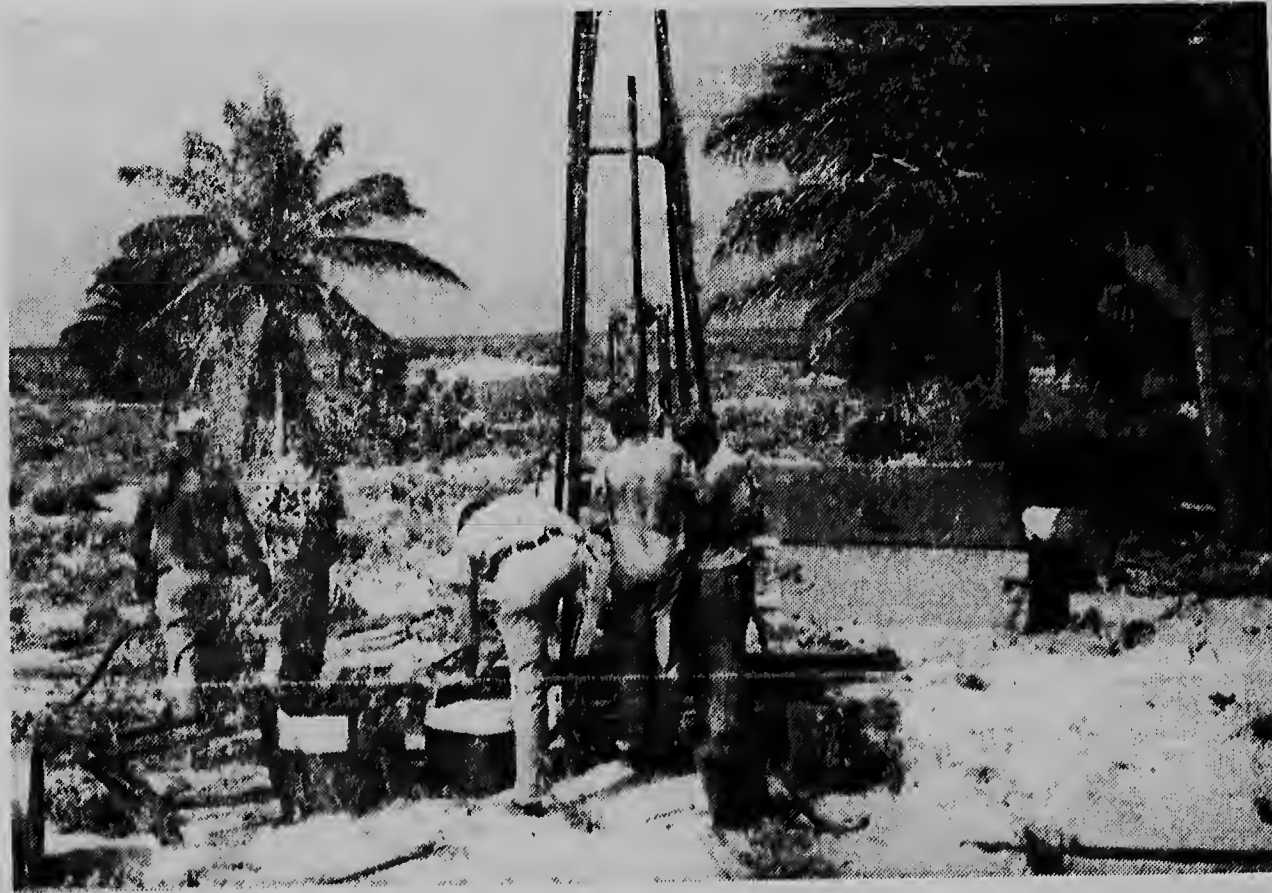
Los "Caballeros del Continente Español" — un hombre escogido en las islas por los participantes de la movimiento, esperan convertir el Caribe en la región de la AA, que crece con mayor rapidez en el mundo. Agradecemos sinceramente a todas las buenas gentes, mas de un millar hasta ahora, quienes han contribuido ya, y están agradecidos en particular al fundador, Bill W., quien describió este esfuerzo como una "explosión benigna".

El "Grupo Divi-Divi de A.A." en Aruba es uno de los mas antiguos en el Caribe. Fue fundado en 1955 por el médico holandés Robert Turbott y tiene 70 miembros activos en la actualidad. Este grupo celebra reuniones todos los sábados por la noche en su propio club en el sitio en frente del Strand Hotel en Oranjestad.

On January 2, 1957, the first sub-soil samples were drilled by Dames & Moore from Miami. The findings of this company would prove whether this site was suitable for such a giant hotel.

Photo Aruba Tourist Office. Las muestras iniciales de subsuelo fueron sacadas en la región de Palm Beach el 2 de enero de 1957 por la firma de Dames & Moore, de Miami, Florida. Esas muestras hablan que comprobar si el sitio era adecuado para un hotel de tal magnitud.

(Obsequio Oficina Arubana de Turismo)



What and how at the inauguration on saturday evening

Saturday evening, July 18, the inauguration ceremonies will get underway at 7 p.m. sharp.

The four hundred invitees will assemble in front of the hotel. The first speaker will be the president of N.V. Aruben, G. de Veer. Mr. de Veer will turn over the hotel to Mr. M. de Woskin of Condado, after which the latter will request Minister Yrausquin to cut the ribbon.

Following this ceremony the guests will be invited to proceed to the hotel's terrace. Here Mr. de Woskin will speak on behalf of Condado. Other speakers are Minister Yrausquin and Deputy Henriquez. After these speeches cocktails and a cold buffet are served. At approximately 10 p.m. the artists will perform in the Klompen Club.

On Sunday, July 19, from 1 p.m. to 3 p.m. a barbecue will be held on the hotel grounds. This barbecue will be exclusively for the hotel guests. From this day on the hotel will be open to anyone.

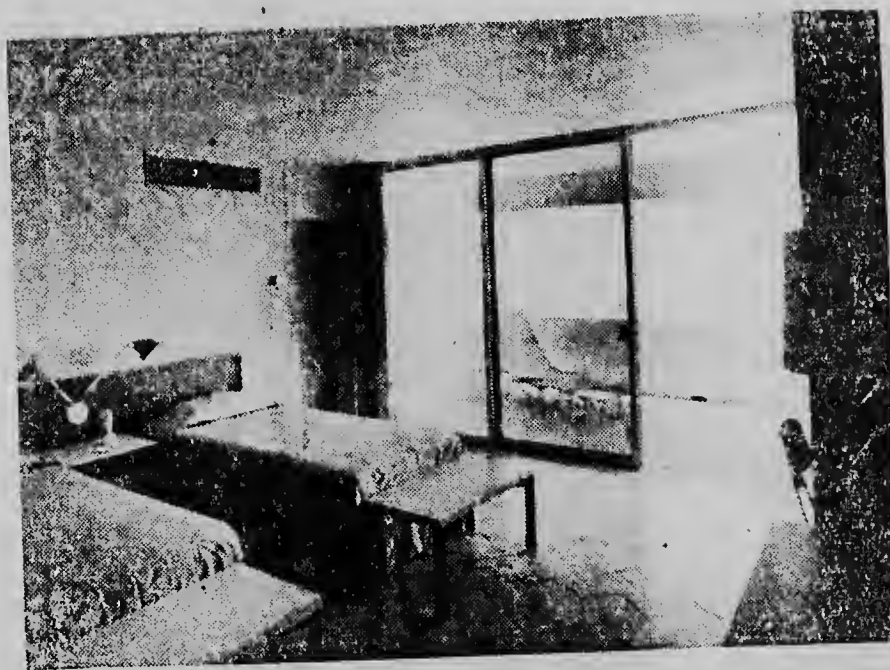
In the course of Monday most of the foreign invitees will depart.

ARUBA CARIBBEAN HOTEL OFFERS TOURISTS ALL MODERN COMFORT



In the Bahi Bar there should be, of course, a Balinese; she reigns over the bar.
En el Bahi Bar debería haber, naturalmente, una Balinesa; ella reina sobre el bar.

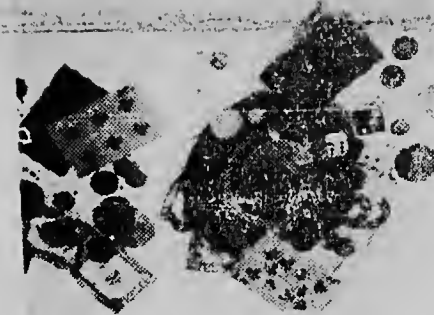
Use of the swimming pool has been made already by passengers of the "Queen Monarch".
Ya a ser haci uso di e swimming pool door di pasaheroutan di "Queen Monarch".



The guestrooms are provided with every facility.
Los guestrooms son provistos de toda facilidad.



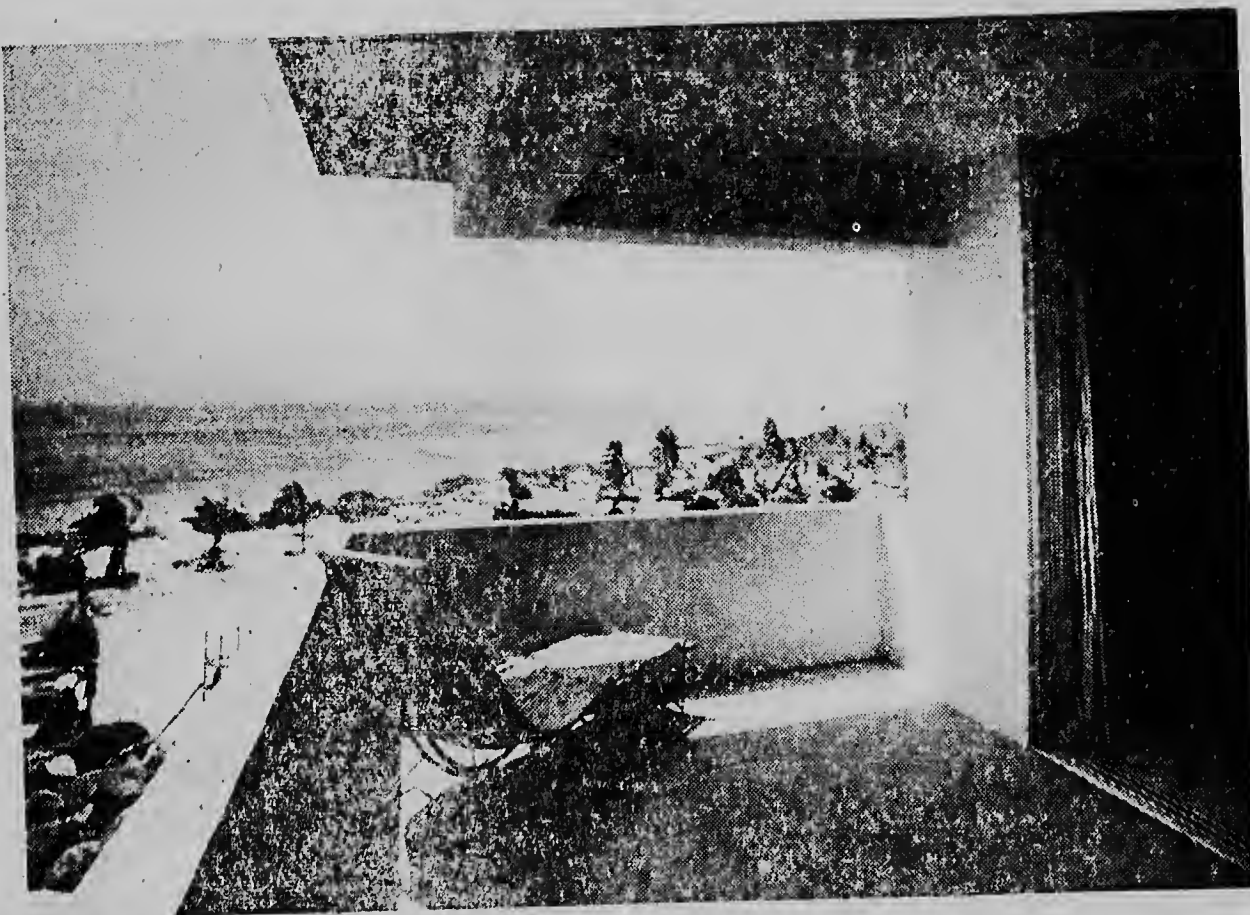
Mr. and Mrs. Henri Groen admiring the modern statue donated by Mr. Curjel.
Sr. y Sra. Henri Groen ta admirando e estatua moderna donacion di Sr. Curjel.



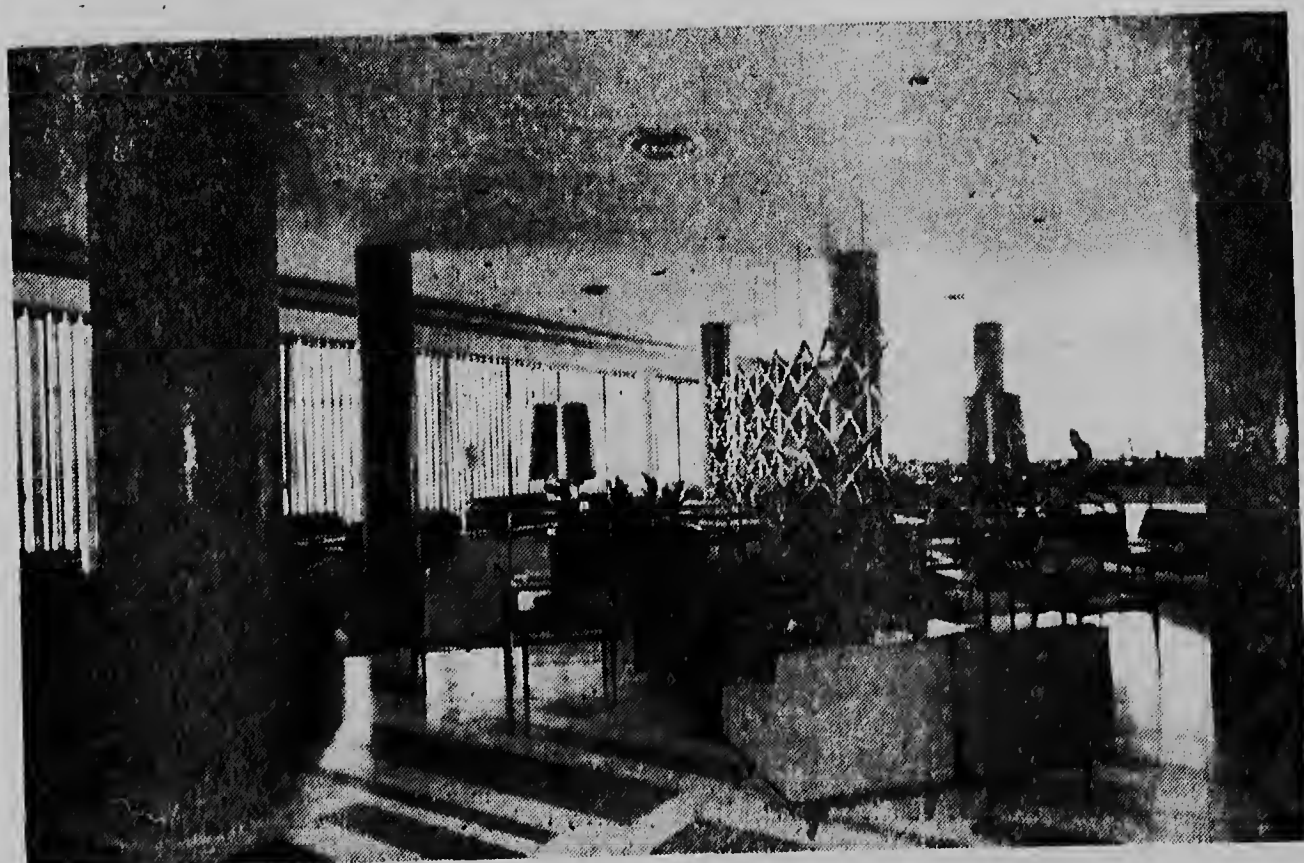
The casino's doorposts are very uniquely decorated.
Los largueros de las puertas del casino son decorados sinularmente.



Greek beauty in a twentieth century gambling room.
Belleza griega en lugar de juego del siglo veinte.



Where can a better view be found?
Dónde encontrara una vista más preciosa...



The Divi-Divi Room is the coffee-shop, airconditioned and with a fine view.
El Divi-Divi Room es el "coffee-shop", airecondicionado y con excelente vista.

Photos Fred Fischer.

The casino's interior is outstanding.
El interior del casino se destaca.



INTERESANTE DETALLES SOBRE ARUBA

Nacionalidades en una isla de 19 por 6 millas

Casi exenta de enfermedades tropicales

Aruba es la mas occidental de las islas de la zona, o sea la de Aruba, Buen Aire, Curacao; situada por el 70e meridiano entre 12 y 27 grados de latitud y 27' de latitud de norte. La latitud de la isla es de 19.6 millas, la seccion mas ancha es de 6 millas. La extension total es de 69 millas cuadradas. La distancia mas cercana entre Aruba y Curacao es de 42 millas y entre Aruba y Cabo Curacao, sobre la península de Paraguaná, es de 15 millas.

Historia
En el año 1515 un comandante de la Armada Española, el almirante Juan de Rojas, descubrió a la isla de Aruba. En 1528, el almirante Juan de Rojas, descubrió a la isla de Aruba. En 1528, el almirante Juan de Rojas, descubrió a la isla de Aruba.

Clima
Por una isla en las circunstancias de Aruba, la clima es relativamente suave. El calor del sol es refrescado durante casi 12 meses del año por los vientos alisios. La lluvia es escasa. He aquí algunas cifras:
Temperatura (Fahrenheit) Max. 92, Min. 73, Promedio 83.
Humedad Max. 80, Min. 64, Promedio 73.
Lluvia (anualmente) 17.16".
Tiempo soleado: mas de 90 porcientos.

Población e Idioma
De la población de 58,486, unos 45,000 son de nacionalidad holandesa. Mas o menos 5,000 son británicos, 2,100 americanos, 1,050 venezolanos, y 5,000 de otras nacionalidades. Hay 41 nacionalidades en la isla. El idioma nativo es el papiamentu, una mezcla de español, portugués, holandés, y una mezcla de palabras africanas. El idioma oficial es el holandés; en el comercio se habla principalmente español e inglés.

Gobierno
Con la promulgación de la nueva constitución el 29 de diciembre de 1954, las Antillas Neerlandesas voluntariamente aceptaron de ser parte integral del Reino Holandés. Aruba, pues, tiene un gobierno insular para manejar los asuntos internos a base de autonomía igual que las otras cinco islas que con ella constituyen las Antillas Neerlandesas.

Aruba tiene un consejo insular de 21 miembros elegidos cada cuatro años a base de elección general. Adultos que han cumplido 23 años y que tienen nacionalidad holandesa pueden votar. El consejo insular tiene autoridad en lo que se refiere a asuntos locales. El consejo insular puede nombrar hasta cinco miembros en el consejo ejecutivo. El presidente de este consejo es el jefe de gobierno quien es nombrado por un periodo de seis años por la Corona. Cada miembro tiene un voto. El jefe de gobierno es una persona no-política. El representante de la Corona en la administración insular. Las seis islas de las Antillas Neerlandesas forman una clase de federación con un gobierno central; el cuerpo legislativo central se elige cada cuatro años y consiste de representantes de todas las islas. El cuerpo legislativo nombra al jefe de gobierno. El gobernador de las Antillas Neerlandesas es nombrado por la Corona y reside en Willemstad, Curacao.

Religion
La mayoría del pueblo es católica. Los demás son protestantes y seguidores de varios credos. Hay también israelitas, algunos hinduístas, mahometanos y seguidores de Confucio.

Comunicaciones
Tráfico aéreo con la isla es mantenido principalmente por la K.L.M. Además, hay muchos vuelos de fretes, muy en particular para traer productos perecederos (legumbres, frutas, etc.). La K.L.M. mantiene 34 vuelos semanales entre Curacao y Aruba; además, vuelos diarios a Caracas, Amsterdam, Nueva York, Buen Aire, Montreal; también 4 veces por semana a Miami, Kingston, Maracaibo; 3 veces la semana a Panamá, Barranquilla, México, Guatemala, La Habana, Pinar del Río, San Juan, San José, Georgetown, Managua, S. Salvador, St. Kitts.

El aeropuerto de Aruba se llama "Beatrix Airport"; utiliza el sistema de bocas de riego para reabastecer de combustible los aviones. Tiene un terminal ultramoderno, situado cerca de la carretera principal entre Oranjestad y San Nicolás a 5 y 10 minutos de distancia, respectivamente, en automóvil.

Aruba tiene dos modernos puertos. El de Oranjestad, está a 10 minutos de caminar desde el centro de la ciudad. Por aquí atracan los vapores de pasajeros y de carga con un calado de 34 - 36; la largura del muelle es 2700'. Los mas grandes buques oceánicos pueden atracar allí. El segundo es el puerto de San Nicolás, especialmente para buques-tanques. Buques-tanques de chise "super" (40,000 toneladas) pueden atracar en los nuevos embarcaderos. Se los sirve en 24 a 30 horas. También hay un muelle en el terminal de Eagle donde buques-tanques de los mas grandes tamaños pueden atracar.

Líneas de navegación que hacen escala regularmente en Aruba (excluyendo buques-tanques) son Grace Line, K.N. SM (Compañía Real Holandesa de Navegación), Alcoa Line, Hapag (Horn Line), Moore McCormack, Three Bays Line.

En la isla la transportación se efectúa por autobuses, stationwagons, taxis, y automóviles privados. El total de vehículos, incluyendo camiones de carga, el 31 de diciembre de 1958: 7,166. La red de carretera es relativamente larga. Carreteras asfaltadas de primera y segunda categoría llegan a un total de 100 millas, carreteras enarenadas alcanzan 90 millas (excluyendo las calles en las ciudades).

Turismo
La industria turística de Aruba esta aun en su infancia, pero en los últimos años obstáculos legales y otros estorbos impidiendo el sano desarrollo del turismo fueron eliminados y Aruba se adelanta considerablemente en este terreno. La isla ha invertido fuer-

tes sumas de fondos públicos en el desarrollo de sitios adecuados por medio de la construcción del boulevard a lo largo de la costa oeste, conexión de la región de Palm Beach a la conducción de agua, la red de electricidad y de teléfono automático, abriendo así la posibilidad de inversión de capital en facilidades turísticas en esta región. Por ultimo en orden, pero no en importancia, la isla proporciona el balance de capital venezolano, particular y publico requerido por financiar el primer hotel lujoso de 140 cuartos, el cual abrirá los puertos el 18 de julio de 1959.

Establecimiento de Nuevas Industrias
Hay una ley de extensión de impuestos (Gazeta Oficial 1953 - No. 194), que proporciona exención de impuestos a nuevas industrias, incluyendo hoteles, por un periodo de 10 a 11 años. También los propietarios de nuevas empresas y hoteles son exentos de impuestos sobre la importación de muebles y máquinas para sus empresas y también sobre los reemplazos por estos generos en los primeros 10 años de operación; estas exenciones pueden ser conseguidas sobre inversiones de Fls. 100,000 o mas en empresas industriales y sobre inversiones de Fls. 500,000 o mas en hoteles.

Prosperidad
La mayor (y practicamente unica) fuente de entrada de Aruba es la industria petrolera. Se trae el crudo del lago de Maracaibo, y lo bombean en tanques de almacenamiento. La refinación de una diversidad de productos del crudo, de diesel hasta gasolina de alto grado. Buques-tanques de alta mar

trasladan los productos hacia 50 países a ambos lados del Atlantico y a países de la costa Pacifica.

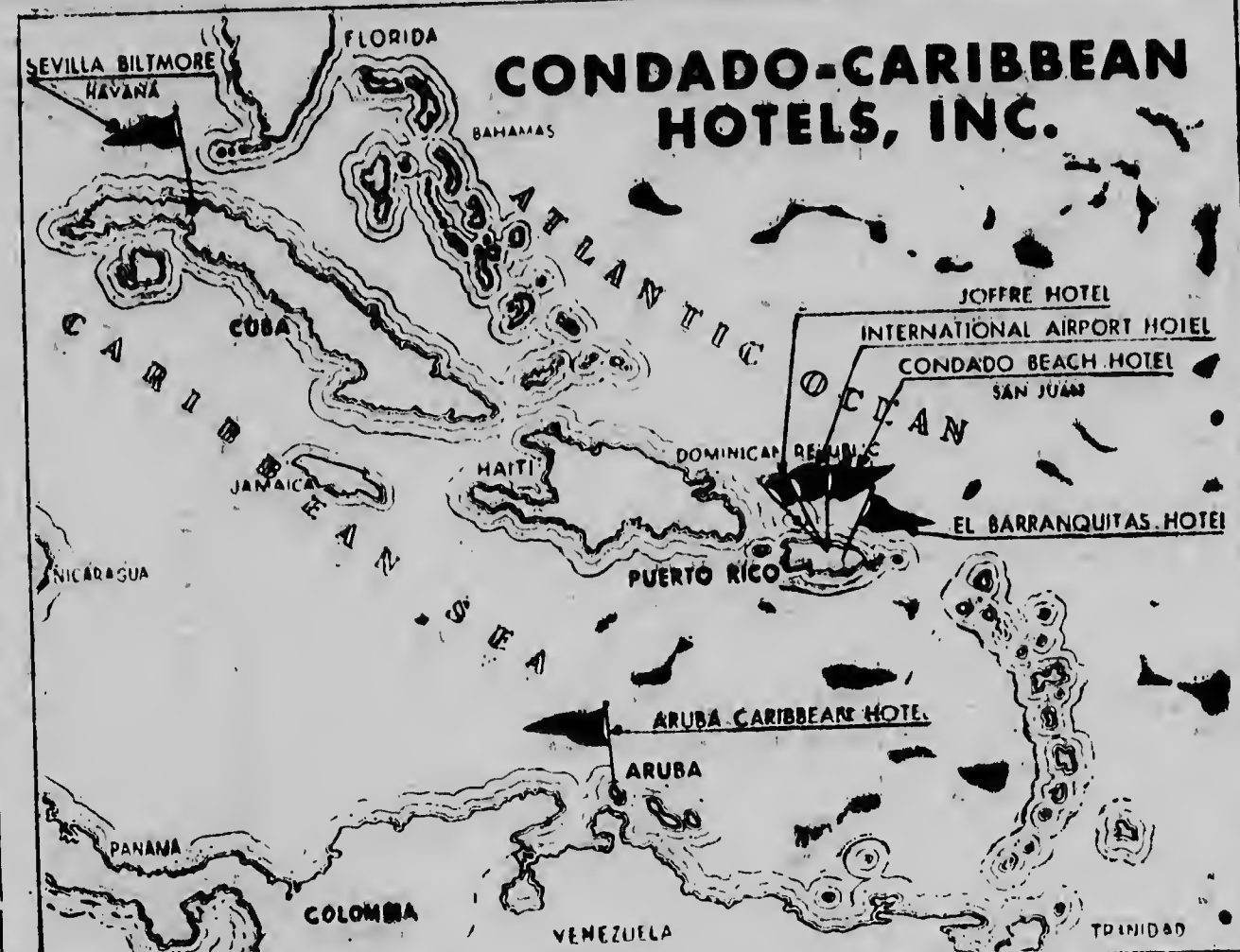
Comercio y Higiene
La mayor parte de mercancías se importa de los Estados Unidos. Una tendencia hacia mas mercancías europeas es evidente. Enfermedades tropicales son practicamente exentas en esta isla. No se conoce la malaria y la fiebre amarilla.

Hay dos hospitales; el hospital de San Pedro (institución católica) en Oranjestad y el hospital en la concesión de la Lago.

Correo, Teléfono y Telégrafo
La oficina principal de correos esta en Oranjestad; en San Nicolás hay una sucursal. Lago tiene su propia oficina de correos. Servicio cablegrafico es rendido por All America Cables, mientras el Servicio de Radio del Gobierno se encarga de radiogramas. Hay comunicación telefónica con casi todas las naciones a ambos lados del Atlantico. Se puede obtener comunicación a termino relativamente breve (1 - 12 horas, dependiendo de la distancia del país).

Bancos
El banco mas antiguo de Aruba es el Aruba Bank. El segundo es el Hollandsche Bank Unie. Ambos tienen sucursales en San Nicolás. El tercer es el Aruba Commercial Bank en Oranjestad.

Camara de Comercio
La Camara local de Comercio esta domiciliada en Oranjestad. En 1958 estaban inscritas 698 empresas. La cantidad de representantes viajantes que visitaron la isla el año pasado fue de 240.



Aruba-Caribbean attraction for U.S. Business

The wise American exporter and investor who takes a good look at the economic charms of the little Caribbean island of Aruba in the Netherlands Antilles will find some magnetic business attractions there today. With the creation of the European Economic Community on January 1, 1959, duties and trade barriers of all sorts between the participating countries will begin to gradually disappear.

For the exporter to the European market, things will get tougher. Many U.S. industries are therefore planning to set up subsidiaries in Europe. But if they shop around, they will find they can achieve the same result, plus added benefits, by establishing factories on Aruba. On that Caribbean island they will get the same advantages for their products as though they were made in Europe, for the Netherlands Antilles will be part of the EEC. Any article made on Aruba will enter European markets duty-free. On top of that, Aruba offers tax exemptions far more attractive than any subsidiary can get in Europe. And since Aruba lies 15 miles off the coast of Venezuela, a manufacturer has a vast reservoir of raw materials as well as ripe secondary market at his fingertips. For business the Aruban government has created an extremely attractive investment climate, an

inviting tax situation, a free port and a minimum of hampering red tape. The far-sighted program to woo new investments and to diversify the island's economy began almost as soon as the Netherlands Antilles obtained full autonomy as a co-partner in the Kingdom of the Netherlands in 1951.

Establishing of a free port has made Aruba a choice transshipment point, for its ports are among the best in the Caribbean. Oranjestad harbor, the commercial port, recently was dredged to 36 feet. In the free zone within this harbor's limits investors can erect ware-houses. The port of San Nicolás, on the southeastern tip of the island, is the deepest in the Caribbean, with 40 feet of Industrial and tourist-related enterprises can obtain a tax holiday for a period of 10 years after they are established. An investment of 50,000 dollar is required for most new business. For tourist hotels an investment of 250,000 dollar is necessary. For enterprises that regularly employ 50 or more Arubans, a smaller amount may be invested and the exception still may be obtained.

Those industries which qualify are exempt from all profits tax, real estate tax, and from the levy of import duties on goods and buildings materials needed to establish the enterprise. Profits in the form of dividends to individuals also are exempt from personal income taxes, provided the profits are distributed within two years. Aruba has no sales tax.

A stable, efficient and far-sighted government in the Dutch tradition insures investors against any threat of expropriation or nationalization of foreign enterprises. All or part of any enterprises may be owned by foreign investors and there are no restrictions against the employment of foreign managers and technicians.

The Antilean guilder is a "hard currency", with a fixed exchange rate of 1.885 N.A. guilders to 1 U.S. dollar. The Netherlands Antilles are included in the US-Netherlands treaty eliminating double taxation. Foreign companies qualifying may obtain a general license giving them the status of a non-resident and freedom from foreign exchange control. There has never been any labor trouble or political unrest among Arubans. The world's largest oil refinery in operation there since 1927 has found that people make good technicians. For the 60,000 inhabitants, about 25 per cent are in school, where they learn Dutch, English, Spanish and French. The world's largest salt water distillation plant is going into operation, unit by unit, on Aruba this year, and will solve the perennial water shortage problem of the Caribbean lands. In addition to producing 2,700,000 gallons of fresh water daily, the new 10 million dol. plant also will be able to supply industries with two important by-products — 15,000 kilowatts of electricity and steam.

(International Trade Review)
„On Aruba alone among all of the islands of the Caribbean did the Spaniards never exterminate the native Indian population. The Indians, on this little island in the Netherlands Antilles, were needed to protect the Spaniards Main, the patch between Venezuela and Aruba by which bullion was carried from Peru to Spain".
Harford, Courant.

At the inauguration of the
ARUBA CARIBBEAN HOTEL
we extend our congratulations to all those who realized this splendid undertaking
and express our best wishes to
the CONDADO CORP. for a very successful operation.

N.V. ELECTRICITEIT MAATSCHAPPIJ „ARUBA“



SERVING ARUBA

